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BEST SELLER DISPLAY POSTER INSIDE

The Expanding World of Science Fiction
Gallup Survey: Who Buys SF? ● Bookstores That Sell by Mail
Frankfurt's Book Print Fair ● Audio-Only Stores

Publishers Weekly

A CAHNERS/R.R. BOWKER PUBLICATION *THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING* NOVEMBER 4, 1988 $2.50

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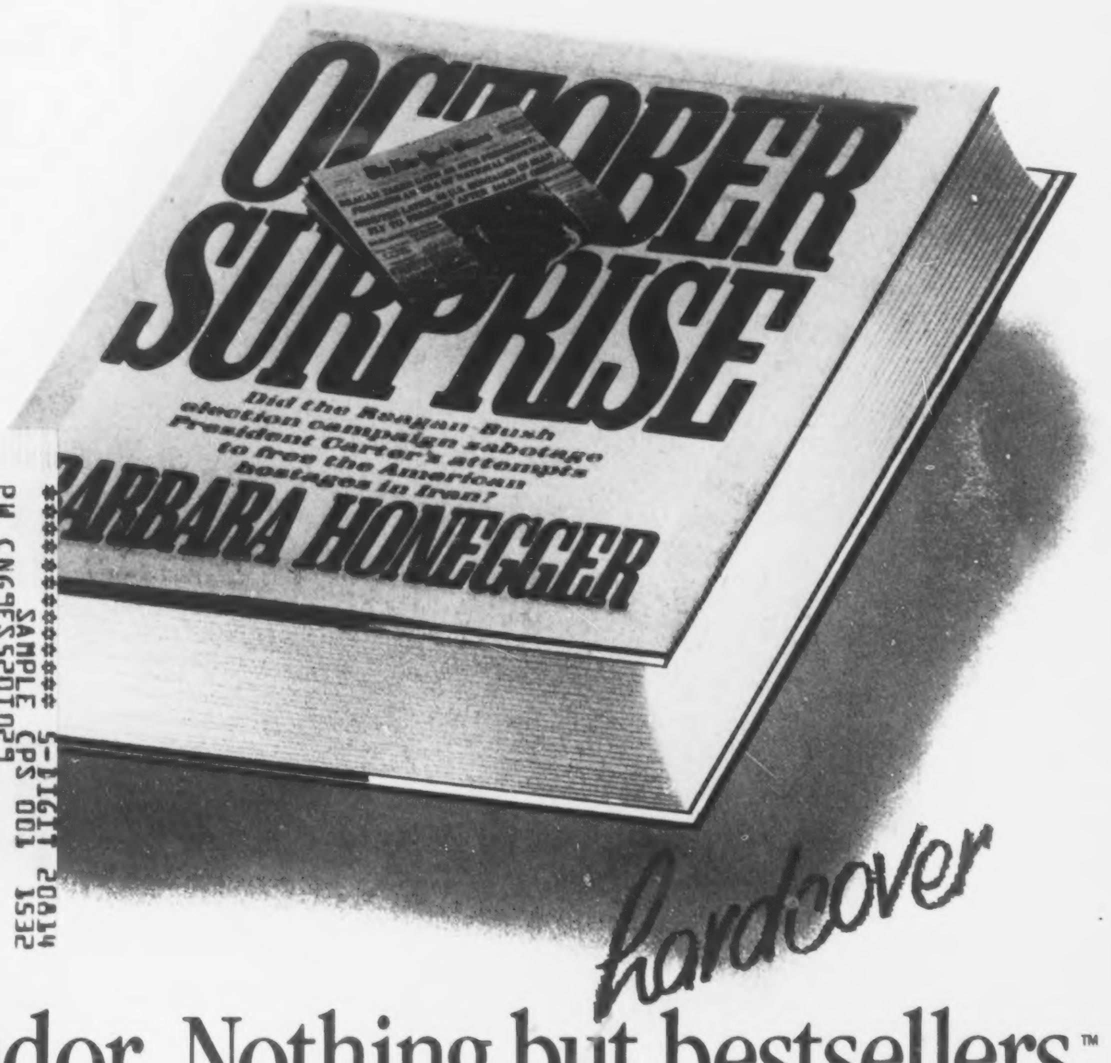
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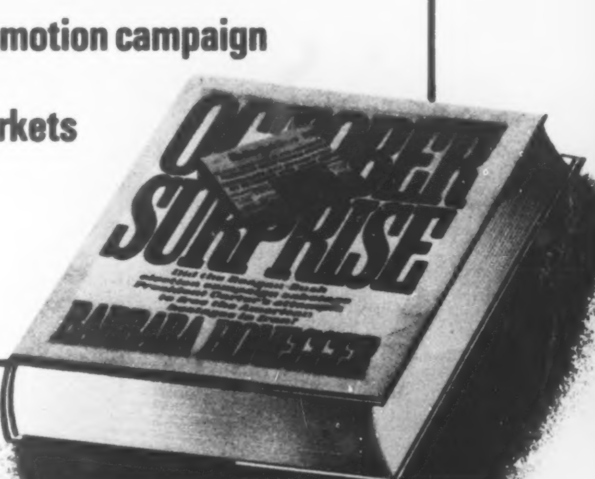

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Publishers Weekly

VOLUME 234 NUMBER 19
ISSN 0000-0019
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SALES OFFICES: Cahners Publishing Company, 249 W. 17th St., New York, N.Y. 10011 (212-645-0067): Stephen M. Chazen (212-463-6810); Holly Malekian (212-463-6809) Lynn Myers (212-463-6811). **MIDWEST:** Edward Associates, Morton Grove, Ill. 60053 (312-470-1777); **SOUTH:** Robin Mays, 2975 Christophers Court N.E., Marietta, GA 30062 (404-977-9372). **WEST:** James K. Levitt and Associates, Inc., 11921 Vose St., North Hollywood, Calif. 91605 (818-764-5101). NON-U.S.A. representatives: Canada: Claude Choquette, Montreal-Contacts/The Rights Agency, Montreal and Toronto. France, French-speaking Belgium and French-speaking Switzerland: Eliane Benisti, Paris, France. Germany, Austria, Flemish-speaking Belgium and German-speaking Switzerland: Barbara Malmsheimer, Zurich, Switzerland. Italy: Dennis Linder, Agenzia Letteraria Internazionale, Milan. Japan: Tom Mori, Tuttle-Mori Agency, Tokyo. Scandinavia and The Netherlands: Lennart Sane, Lennart Sane Agency, Karlshamn, Sweden. Spain, Portugal and Latin America, including Brazil: Carmen Balcells, Barcelona, Spain. United Kingdom and Ireland: Tracey Lehane, Cahners LTD. London. Publishers Weekly reserves the right to make its own independent judgment as to the acceptability of advertising copy and illustrations in advertisements. Advertiser and advertising agency assume liability for all content (including text, representation and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom against the publisher. Offers to sell products that appear in Publishers Weekly are subject to all laws and regulations and are void where so prohibited.

THE GALLUP SURVEY

BY LEONARD WOOD

Who Buys Science Fiction?

TABLE 1:
RETAIL OUTLETS

	Total Books %	Science Fiction %
Bookstore	55	71
Department/ Discount store	9	11
Supermarket/ Grocery store	8	4
Book club	7	4
Mail order	7	0
Drug store	3	2
Newsstand	1	3

TABLE 2:
CONSUMER PROFILES—1987

	Total Book Buyers %	Science Fiction Buyers %
Sex		
Male	44	60
Female	56	40
Age		
18-24 years	16	23
25-34 years	27	42
35-49 years	31	28
50 and older	28	7
Education		
College	60	67
High school graduate	31	28
Nonhigh school graduate	8	5
Annual Household Income		
$30,000 or more	53	53
$20,000-$29,000	23	20
$10,000-$19,000	17	15
Under $10,000	7	12
Women's Employment Status		
Full time	48	42
Part time	15	16
Not employed	37	42
Region		
East	26	20
Midwest	24	29
South	26	24
West	24	27

From the novels of H. G. Wells to the tales of Isaac Asimov, science fiction works have captured our attention and imagination for nearly a century. They have been also been a staple of the book market—titles in this genre account for 4% of the books purchased each year, according to Gallup studies conducted since 1984.

Paperbacks are the dominant science fiction format (78%), even more so than among general books (60%). Science fiction books (71%) have a greater than average (55%) likelihood of being purchased in a bookstore, but a lower likelihood of being ordered through the mail, either book club or other mail-order source (Table 1).

Perhaps one reason for the genre's popularity is its price. Both paperback ($4.10 average) and hardcover ($13.70) science fiction books cost less in 1987 than other books.

Just as science fiction books are distinctive in their content, style and sales attributes, consumers of these books are also unique. Science fiction readers are predominantly men (60%), and 67% of these readers have a college education, compared to only 60% of book buyers as a whole.

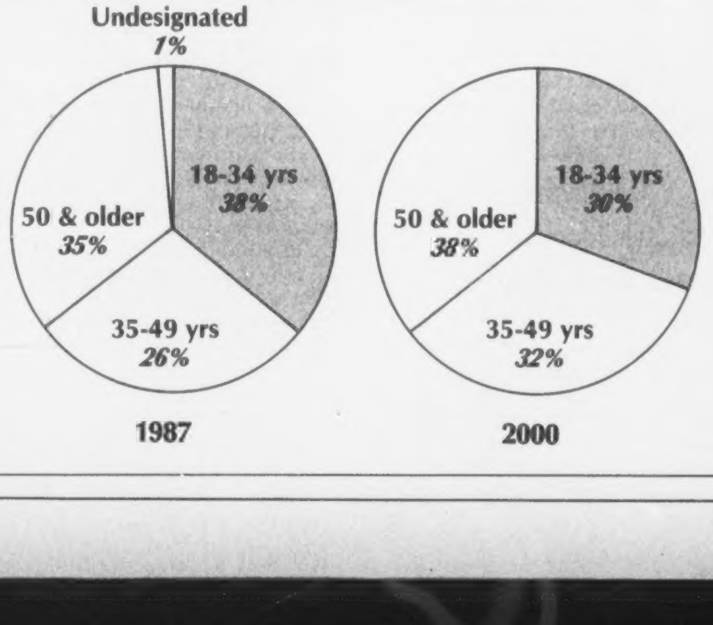
Regionally, the smallest proportion of 1987 science fiction buyers came from the East, and the concentration of Midwesterners was higher among science fiction consumers (29%) than average (24%).

But the most striking feature of science fiction buyers is their distribution by age. The bulk of the genre's fans (42%) are 25–34-year-olds, and two-thirds of them are under 35 (65%), compared to only four in 10 average book buyers (43%) (Table 2).

If we assume that the genre's appeal is age-driven, then prospects for future sales are somewhat dim. The group of 18–34-year-olds now composes 38% of adults, but by the year 2000 is expected to compose only 30%, thereby diminishing science fiction's potential audience (Table 3).

NOTE: Results are based on 10,180 telephone interviews conducted among a nationally representative sample of adults age 18 and older throughout 1987.

TABLE 3:
AGE DISTRIBUTION OF THE POPULATION



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Imprint Publishers, A New PW Series: Poseidon Press
A New Approach to Book Marketing: The Zip-Code Cluster
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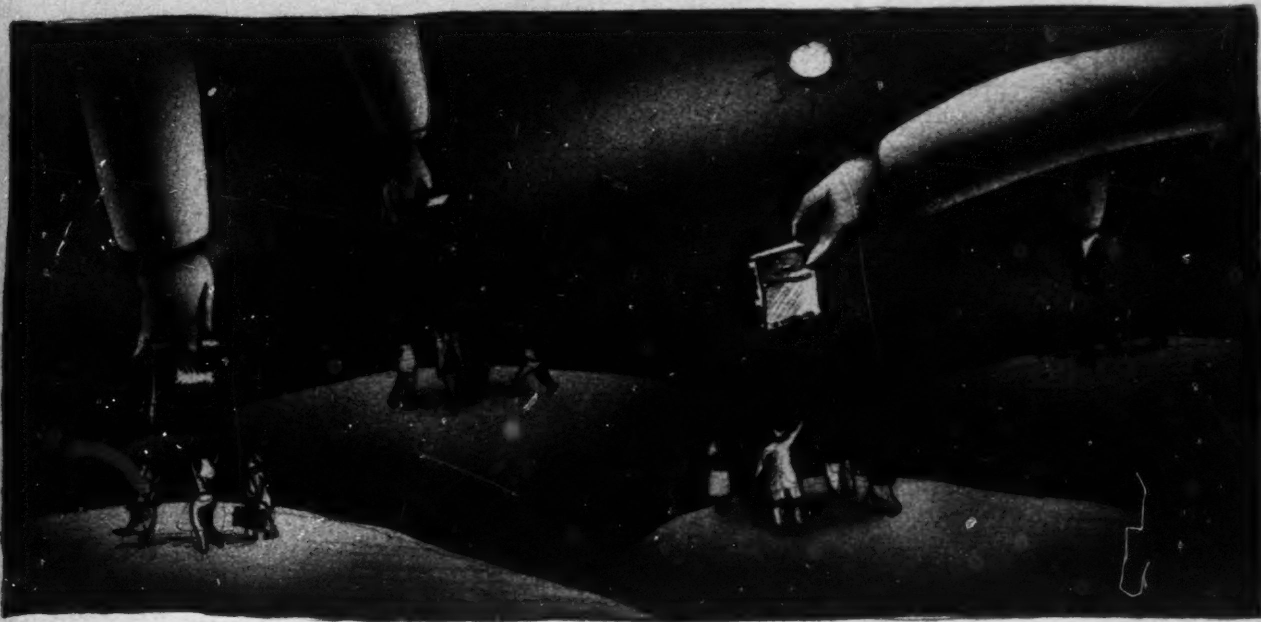


Illustration by John S. Dykes

The Clustering of America:

Target Marketing to Book Buyers

Weiss's new book, The Clustering of America, *just published by Harper & Row, looks at the U.S. as 40 neighborhoods or clusters, each with different demographics and lifestyles. In this article, he looks at how to sell certain categories of books into many of these clusters.*

When the Allen-Edmonds Shoe Corporation wanted to boost sales for its handcrafted oxfords, it began by giving its old marketing strategy the boot. The Wisconsin-based company instead turned to an innovative consumer segmentation system called PRIZM, which predicts product potential for every neighborhood in the country. Merging census data and consumer surveys, PRIZM classifies each of over 500,000 consumers into one of 40 lifestyle types, or "clusters." Through an analysis of past mail orders, Allen-Edmonds discovered that most of its customers live in only a handful of the 40 clusters—typically upscale communities that PRIZM calls Blue Blood Estates, Furs & Station Wagons and God's Country.

BY MICHAEL J. WEISS

Allen-Edmonds then launched its newly focused marketing campaign, ranking the nation's top 200 advertising markets by cluster makeup and sales potential. Company media-buyers turned to magazines like *Scientific American* and *Smithsonian*, publications that had rarely run shoe ads before but nonetheless were among the favorite magazines in the targeted clusters. Sales reps began contacting retailers in previously ignored cities, places like Helena, Mont., and Palm Springs, Calif., where, as one executive joked, "We didn't think men wore shoes." When annual sales, which had been ambling along at $12 million in 1983, surged to $36 million last year, Allen-Edmonds's accountants joined the company's PRIZM converts.

At a time when American consumers are bombarded by an estimated 15,000 commercial messages every day, an increasing number of companies are relying on cluster systems like PRIZM to target-market everything from shoes to station wagons. Already, magazines such as *Time*, *McCall's* and *Newsweek* have launched special editions filled with ads for expensive items, and targeted their subscribers with Blue Blood Estates ZIP codes. Colgate-Palmolive employed the clusters when it test-marketed a new detergent among the child-filled communities of the Young Suburbia cluster. When Avis opens a used-car lot, it relies on cluster maps to choose the site location and determine whether area consumers would rather drive Honda Civics or Chrysler LeBarons.

Birds of a Feather . . .

But the cluster system may work best for specialized commodities, such as books. Titles and topics naturally appeal to specific marketing niches among America's reading public. And book selection is a handy barometer of a community's lifestyle. "Where you live speaks volumes about the kind of books you buy," says Doug Anderson, vice-president of Claritas, the marketing firm from Alexandria, Va., that de-

COLOR KEY

Concentration of Readers

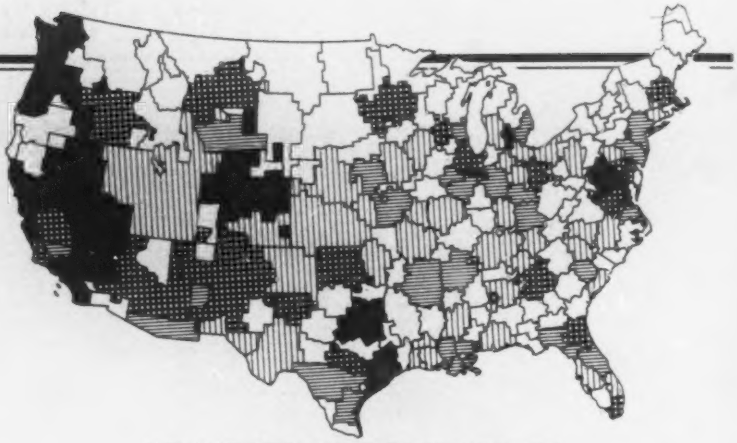
■	High
▦	Above Average
▥	Average
▤	Below Average
□	Low

veloped PRIZM. "And cluster marketing can help you reach the readers in one community who love diet books versus the ones who can't get enough detective thrillers."

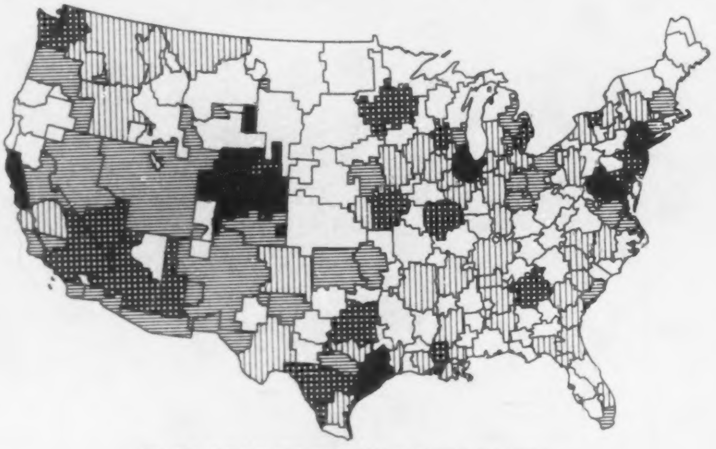
Geodemography, as this kind of market research is known, has been around since the 1970s, when consumer researchers became frustrated by the apparent ungluing of the mass market. Driven by such trends as the skyrocketing divorce rate and the rise in double-income households, the fragmented marketplace defied standard demographic surveys. All females aged 18–35 and earning over $15,000 annually simply no longer behaved predictably. Those who grew up eating fluffy white bread might one day begin scouring the supermarket for croissants or English muffins.

In 1974, a computer-scientist-turned-entrepreneur named Jonathan Robbin devised a revolutionary target-marketing system while seeking business applications for the U.S. Census. He programmed computers to analyze each ZIP code according to hundreds of census characteristics—like affluence, ethnicity and family life-cycle—sorting each into one of the 40 lifestyle clusters. Finally, the company he founded, Claritas, collated the clusters with dozens of media, product and opinion surveys to create PRIZM (Potential Rating Index for ZIP Markets). Knowing only a community's cluster classification, the PRIZM system can accurately predict the lifestyle of its residents—from the brands of bread likely to be found in the pantry to the political bent of books in the den.

Like many statistical concepts that prove effective, Robbin's geodemography is based on a handful of simple principles, the key being "Birds of a feather flock together." Although no neighborhood is strictly homogeneous in all respects, the system works because the differences between the neighborhoods are more significant than the differences between households within



YOUNG URBAN SELF-HELP BUYERS

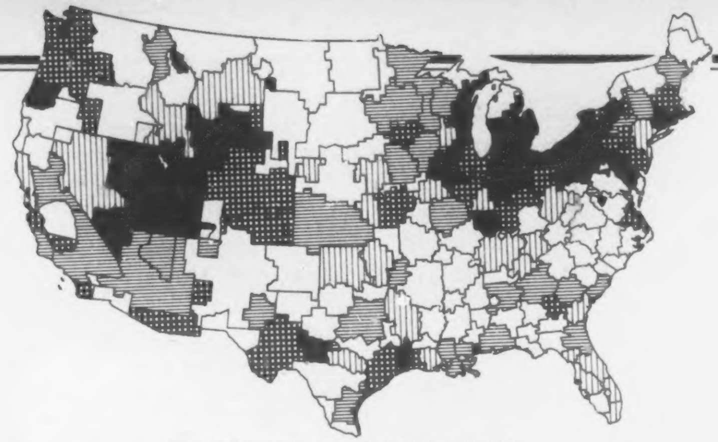


SUBURBAN ELITE BUSINESS BUFFS

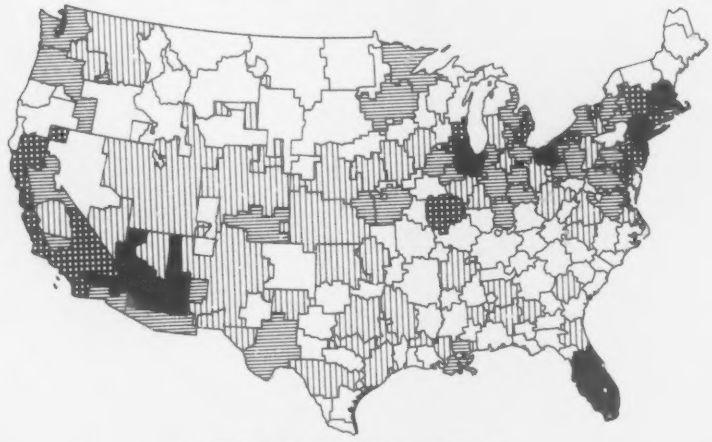
I. WHERE AMERICA'S BOOK BUYERS LIVE

	TYPE OF BOOK			
Name of Market Area	Self-Help	Business	Gardening & Home Repair	Mystery
San Francisco, CA	313	218	67	135
Washington, DC	236	268	49	81
Los Angeles, CA	227	170	91	135
Denver, CO	209	180	124	58
Houston, TX	176	199	119	43
Dallas, TX	154	166	95	60
Atlanta, GA	152	136	88	35
Miami, FL	129	100	68	320
Boston, MA	106	112	111	146
New York, NY	105	174	62	190
Detroit, MI	87	135	178	145
Hartford-New Haven, CT	70	105	208	145
Pittsburgh, PA	42	56	199	112
Buffalo, NY	9	50	202	106
Zanesville, OH	0	0	269	0
Palm Springs, CA	0	0	58	513
Sarasota, FL	0	0	0	671

(Index of 100 equals national average; index of 150 equals 50 percent above the national average; index of 60 equals 40 percent below the national average. Source: Mediamark Research, 1987; Claritas Corp., 1988.)



GARDENING & HOME REPAIR



MATURE MYSTERY MAVENS

the neighborhoods. "People are all different," says Robbin, "but clustering predicts where you can find more of one kind."

Where the Book Buyers Are

And one kind you can find are book buyers. According to a 1987 nationwide survey, 3.5% of American adults (6.3 million people) buy nonfiction hardcovers annually. The heaviest concentration of buyers occurs in communities of suburban, affluent and childless residents—clusters called Blue Blood Estates (places like Beverly Hills, Calif., and Scarsdale, N.Y.), Money & Brains (Princeton, N.J., and Palo Alto, Calif.) and Young Influentials (Atlanta's North Side and Redondo Beach, Calif.). While residents in these communities are buying books at twice the national average, surveys show that residents in rural downscale America—the clusters known as Norma Rae-Ville, Back-Country Folks and Tobacco Roads—buy books at less than one-tenth the U.S. average. In fact, these residents are among the nation's most dedicated TV viewers.

Although PRIZM identifies 19 clusters where residents buy books at above-average rates, targeting 19 market segments can be unwieldy. Typically, companies find it easier to collapse the clusters into a handful of demographically similar neighborhood types in order to focus their marketing effort. In this way, four distinct target groups of book buyers emerge, each with its own demographic and lifestyle characteristics, each with its own media preferences and perspective on the world.

The first group might be dubbed Young Urban Self-Help Buyers, because of its preponderance of young, upscale singles living in city neighborhoods. Compared to the national average, the residents of this target group tend to like jazz, imported beer, convertibles and health clubs. Among their favorite magazines are *New York*, *Gourmet* and *Rolling Stone*. These consumers buy self-help books at rates 78% above the national average on topics ranging from dieting and nutrition to stress reduction and improving your tennis game.

A second target group might be called Suburban Elite Business Buffs, mainly upscale suburbanites ensconced in America's most affluent neighborhoods. In terms of lifestyle, they play tennis, travel abroad and contribute to public television at rates far above the national average. With four times the average number of residents earning over $100,000 a year, they're big consumers of financial products: stocks, bonds, technology and business-oriented books—which they buy 37% more often than does the general population. In their dens, you're likely to see the biographies of Lee Iacocca and Donald Trump alongside copies of *Forbes* and *Barron's*.

In sharp contrast to these groups, a third target segment lives in predominantly middle-class, blue-collar areas. These readers might be called Gardening & Home Repair Fans because of their high purchase rates of home-oriented nonfiction—books on auto repair, woodworking, gardening and home improvement. Residents typically have high-school diplomas, large families and manufacturing jobs. When away from their jobs, they enjoy camping, bowling and hunting.

The final target group might be called Mature Mystery Mavens because of this cluster's tendency to purchase both nonfiction of various genres and mysteries at rates 36% above the national average. Concentrated in the clusters of empty-nesting neighborhoods and comfortable retirement communites, many members of this group are over 65, have upper-middle-class incomes and lead active lifestyles. They like to travel by cruise ship, visit gambling casinos and go to the theater. They'd rather read *Barron's* and *Prevention* than *Sports Afield* and *National Enquirer*.

Hitting the Target

With the target groups identified, Claritas coded maps indicating exactly where the book buyers live. In this way, a publisher can rank those markets with the best potential and target its promotion budget accordingly. And because city markets have been assigned clusters down to the block level, a publisher can gauge an individual store's potential for moving a particular kind of book—as well as determine whether a certain bookstore is selling below par for mysteries or business books.

For instance, more than twice as many Urban Self-Help Book Buyers

II. PREFERRED MEDIA BY THE FOUR TARGET GROUPS

Young Urban Self-Help Buyers

Clusters (sample communities): Bohemian Mix (Greenwich Village, Haight-Ashbury), Urban Gold Coast (Manhattan's Upper East Side, Chicago's Fort Dearborn), Young Influentials (Redondo Beach, Cal., Atlanta's North Side), New Beginnings (Northeast Phoenix, Houston's Park Place)

Magazines	Index	Newspapers/Radio	Index
New York	250	L.A. Times Magazine	375
Scientific American	236	N.Y. Times Magazine	212
Gourmet	186	Progressive Radio	135
Rolling Stone	184	Pro Basketball on Radio	126
GQ	182	Newspaper Entertainment Section	125

Suburban Elite Business Buffs

Clusters: Money & Brains (Princeton, N.J., Palo Alto, Cal.), Blue Blood Estates (Beverly Hills, Scarsdale, N.Y.), Furs & Station Wagons (Plano, Tex., Reston, Va.), Young Suburbia (Ypsilanti, Mich., Pleasanton, Cal.), Two More Rungs (Flushing, N.Y., Skokie, Ill.)

Magazines	Index	Newspapers/Radio	Index
Barron's	265	N.Y. Times Magazine	324
Fortune	254	The Wall Street Journal	250
Forbes	248	Newspaper Business Section	170
Travel & Leisure	241	News/Talk Radio	160
Town & Country	212	Pro Football on Radio	161

Gardening & Home Repair Fans

Clusters: Middle America (Oshkosh, Wis., Sandusky, Oh.), Rank & File (Wyandotte, Mich., Sparrows Point, Md.), Shotguns & Pickups (Zanesville, Oh., Molalla, Ore.), Blue-Chip Blues (Ronkonkoma, N.Y., South Whittier, Cal.)

Magazines	Index	Newspapers/Radio	Index
The Family Handyman	144	USA Today	142
Sports Afield	138	Baseball on Radio	136
Mother Earth News	138	Auto Racing on Radio	127
Country Living	138	Progressive Radio	121
Popular Mechanics	137	Newspaper Classified Section	112

Mature Mystery Mavens

Clusters: Gray Power (Sun City, Ariz., Sarasota, Fla.), Levittown, U.S.A. (Norwood, Mass., Cuyahoga Falls, Oh.), New Melting Pot (Jackson Heights, N.Y., Los Feliz, Cal.), Black Enterprise (Capital Heights, Md., Auburn Park, Ill.), Pools & Patios (Fairfield, Conn., Los Feliz, Cal.)

Magazines	Index	Newspapers/Radio	Index
Money	154	Beautiful Music Radio	156
Gourmet	139	News/Talk Radio	152
Golf	127	Newspaper Business Section	138
Prevention	122	Home News Section	129

(Index of 100 equals national average; index of 150 equals 50 percent above the national average; index of 60 equals 40 percent below the national average. Source: Mediamark Research, 1987; Claritas Corp., 1988.)

live in San Francisco and Washington, D.C., than in average cities. So publishers of self-help books should concentrate their limited promotion campaigns on those cities and make sure their authors swing through those markets on publicity tours. Bookstores in the heart of Urban Self-Help country should consider direct-mail flyers targeted to a few selected ZIP codes. (The nation's largest direct-mail advertiser, Advo Systems, charges $25–$35 per thousand ads.) Buying space in alternative weeklies like Washington's *City Paper* should also reach this target group.

Any promotion effort aimed at the Suburban Elite Business Buffs should target the suburbs surrounding cities like Houston and Los Angeles. Newspapers such as the *Los Angeles Times* and *Houston Chronicle* publish zoned editions that can be adapted to cluster marketing. By inserting ads in the Buffs' favorite newspaper section—the business pages—a publisher can virtually hand-deliver a book announcement to the neighborhoods of the most receptive readers (about $40 per thousand). In addition, while buying time on commercial TV may be prohibitive, a 30-second spot on cable TV's Financial News Network can cost as little as $50 in a countywide system. Finally, taking into account that these readers are also big public TV supporters, a tie-in with the local PBS station may turn a business biography into a premium during a fund-raising campaign.

A different tack is demanded when selling books to the Gardening & Home Repair Fans, given this cluster's concentration in the blue-collar neighborhoods of Rust Belt cities like Pittsburgh and Buffalo. These consumers are not big newspaper readers; nor do they watch cable or public TV at high rates. In fact, surveys show they'd rather buy books in drugstores than bookstores. Accordingly, publishers should consider in-store displays and shopper tabloids—promoting a gardening book, say, alongside the lawn sprinklers. As PRIZM profiles show, magazines like *Country Living* and *Popular Mechanics* should be part of the ad-buying mix.

With the Mature Mystery Mavens concentrated in Sunbelt retirement communities such as Miami, Sarasota and Palm Springs, an obvious marketing approach would be to purchase ad space in the many special-interest newspapers and maga-

III. DEMOGRAPHIC AND LIFESTYLE CHARACTERISTICS OF THE FOUR TARGET GROUPS

Young Urban Self-Help Buyers

Demographic Characteristics

- Multi-Unit Dwellings
- Urban & Urban Fringe Areas
- College Educations
- Single & Divorced Persons
- Moved in Last Year
- White-Collar Occupations
- Adults Aged 25–34

Lifestyle Activities

- Buy Jazz Records/Tapes
- Drive Convertibles
- Travel by Cruise Ship
- Enjoy Sailing
- Drink Imported Beer
- Enjoy Skiing
- Belong to a Health Club

Suburban Elite Business Buffs

Demographic Characteristics

- Home Values over $200,000
- Incomes Over $100,000
- College Educations
- Suburban Fringe Areas
- Upper-Level White-Collar Jobs
- Jobs in Finance, Insurance, Real Estate
- Households with 3+ Vehicles

Lifestyle Activities

- Drive Leased Cars
- Enjoy Tennis
- Travel by Domestic Air Carrier
- Drink Imported Dinner Wine
- Own a Personal Computer
- Contribute to Public TV
- Own a Compact Disc Player

Gardening & Home Repair Fans

Demographic Characteristics

- Suburban Fringe Areas
- Incomes of $35,000–$50,000
- Households with 3+ Vehicles
- Married Couples with Children
- Jobs in Durable Manufacturing
- Home Values of $80,000–$100,000
- High School Educations

Lifestyle Activities

- Enjoy Bowling
- Belong to a Veterans Club
- Travel by Car with Camping Equipment
- Drive Sport/Utility Vehicle
- Enjoy Hunting
- Buy '40s to '60s Pop Records
- Visited a Theme Park

Mature Mystery Mavens

Demographic Characteristics

- Urban & Urban Fringe Areas
- Adults Aged 65+ Years
- Home Values of $100,000–$150,000
- Moved in last 21–30 Years
- Incomes of $50,000–$75,000
- Jobs in Finance, Insurance, Real Estate
- Multi-Unit Dwellings

Lifestyle Activities

- Watch Ice Hockey
- Travel by Cruise Ship
- Drink Scotch Whiskey
- Take Foreign Trips
- Enjoy Salt Water Fishing
- Visit Gambling Casinos
- Buy Classical Records/Tapes

(Profile based on a 1987 survey of 40,000 Americans conducted by Mediamark Research and analyzed by the Claritas Corporation, 1988.)

zines already targeted to retirees. But a direct-mail campaign could also be developed by purchasing the subscription list of a magazine like *Prevention*—in whole or in part—to send book pitches to Mystery Maven communities. Suppliers of lists, such as Metromail and R. L. Polk, sell address labels for virtually all of America's 80 million households for as little as $30 per thousand. It doesn't take a detective to realize the possibilities in promoting mystery titles to retirement communities.

Of course, achieving the best results requires creative copywriters and designers who are attuned to the demographic and lifestyle profiles of the different book-buying segments. For example, any campaign to the Suburban Elite Business Buffs ought to place books and their buyers in the comfort of their good-life surroundings. And a radio spot for Young Urban Self-Help Buyers probably should float some jazz music in the background, a way to get this group's attention.

Admittedly, much of this advice may sound like common sense; it doesn't take a Rhodes scholar to figure out that people with money enjoy books about how to make more. But by identifying the right group of people in the ZIP markets, one can validate such gut impressions. And in this era of consumer niches and limited promotion budgets, the cluster system may be just the tool to help a publisher get a bigger bang for its promotion buck. ☐

In Search of Backlist Supersellers

When a record sells 500,000 copies it goes gold, at a million it goes platinum—all with much media fanfare. But what about books? While bestseller lists take account of some of the book industry's supersellers, there are many that go unnoted. In future Marketing columns, *PW* will take an occasional closer look at some of these unheralded titles.

These could include books published long ago whose sales have climbed slowly over the years, reprints, even books that sell in markets bestseller lists don't reflect.

PW is interested in hearing about books that silently attained supersellerdom in 1988, with sales going over the 500,000 mark. Publishers are invited to submit information to Judith Appelbaum, 6 E. 39th St., Room 1201, New York, N.Y. 10016.

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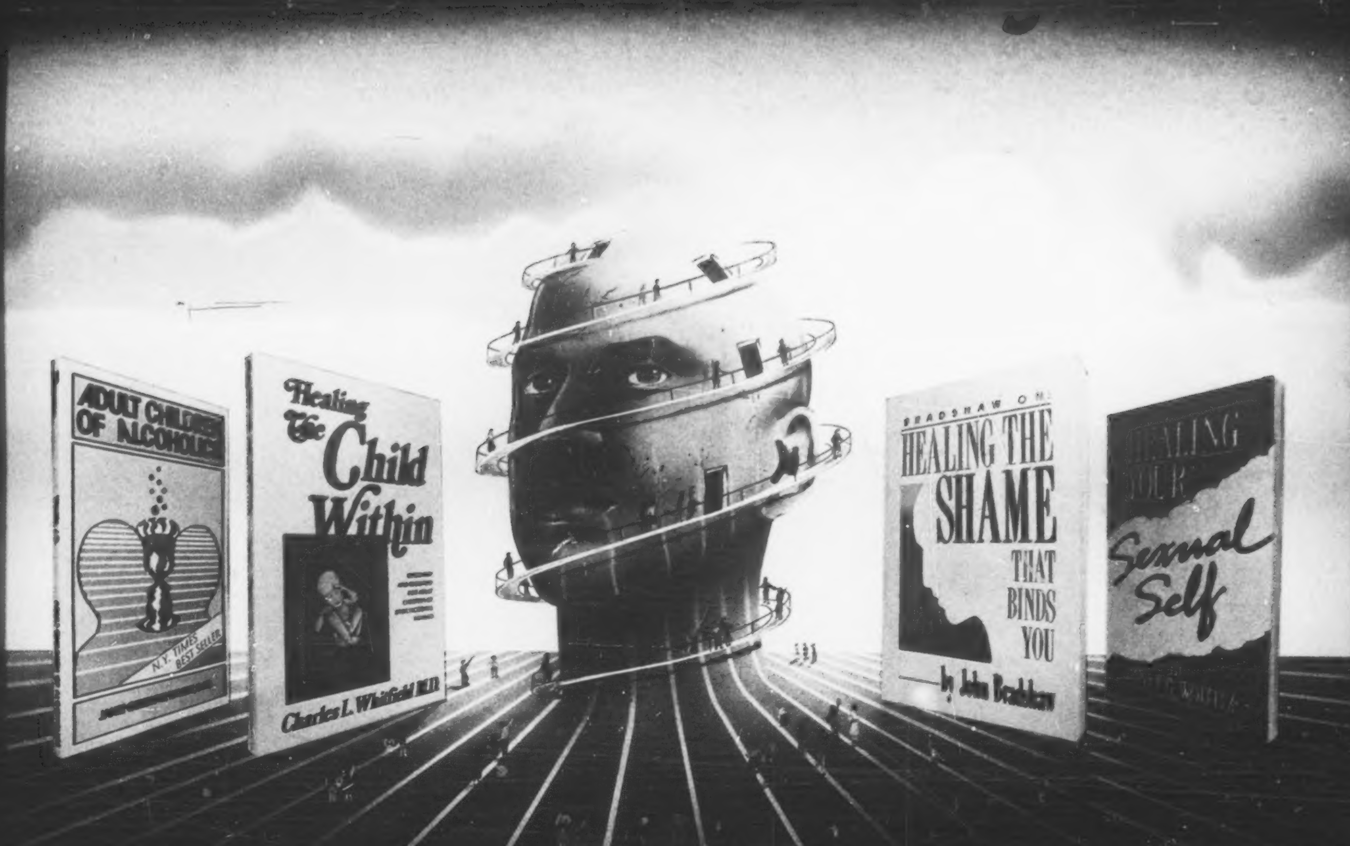
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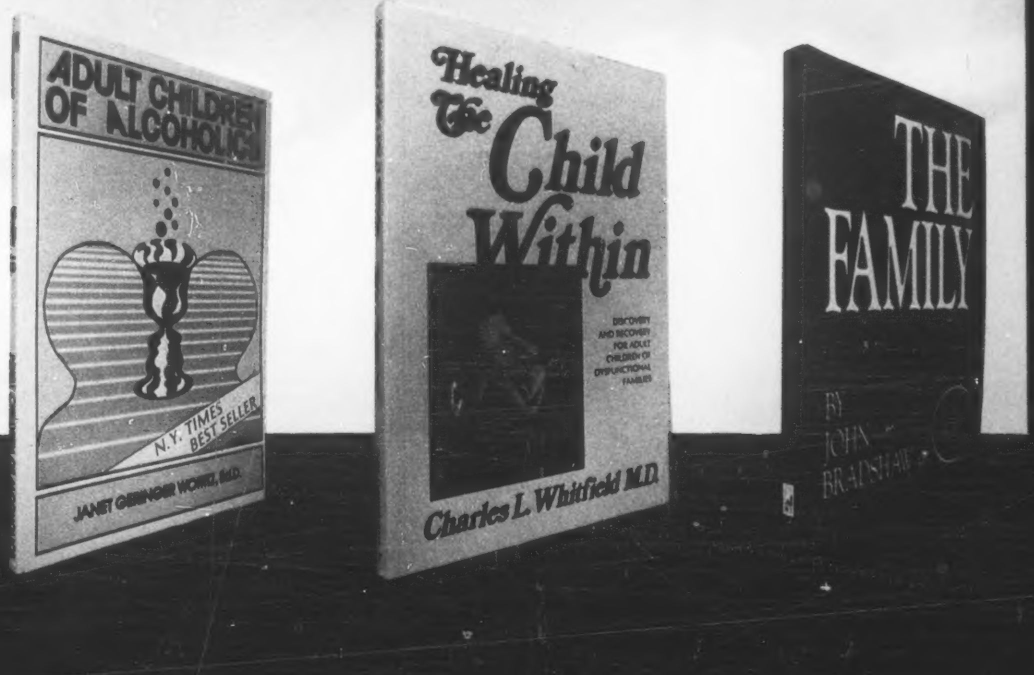
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Publishers Weekly

VOLUME 234 NUMBER 23
ISSN 0000-0019

THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING

DECEMBER 2, 1988

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CROSS CURRENTS

From an anonymous source, on the Random House letterhead, we received the following: "Random House has entered into an agreement with the Vatican to acquire the Catholic Church. Founded by 12 poor Galileans in the early years of the millennium, the Church has grown into a multinational organization with more than 100 million members worldwide, an organization rivaled only by American Express/Shearson-Lehman in size. With its vast real estate holdings and its virtual monopoly in Afterlife Insurance, it has made itself a perennial presence on the list of Fortune 500 conglomerates. It has achieved great success as a publisher. It has launched the careers of many major authors, and its backlist includes works by Hans Küng, Thomas Aquinas, Matthew, Mark, Luke and John. 'We feel this is a very good pairing,' a spokesman for Random House stated. 'Over its six decades, Random House has published many important works: Joyce's *Ulysses* as well as the works of Dr. Seuss and William Faulkner. We don't expect to tamper with the Church's management team,' the spokesman continued. 'The Church will operate as an independent division within Random House, and the Pope will report directly to Si Newhouse.' "

Beginning in 1985 and ending on the day of his death November 9, former U.S. Attorney General John N. Mitchell gave approximately 75 exclusive, on-the-record interviews to Leonard Colodny and Bob Gettlin, authors of *A Silent Coup: The Removal of Richard Nixon,* which St. Martin's will publish in 1990. According to the publisher, Mitchell believed the book would provide, for the first time, an accurate account of what took place during the Watergate scandal.

Coming of age proved a dominant theme during the past five years in fiction for young readers, with a substantial increase in novels dealing with divorce and single parents, according to the compilers of the seventh edition of *Your Reading: A Booklist for Junior High and Middle School Students,* prepared by the National Council of Teachers of English. From the 6000 new titles considered, health and diseases, computers and robotics, poetry and short stories appeared popular with publishers; drama did not. But the single biggest lack was output on ethnic groups. There were almost no titles by or about Chicanos. "Considering the demographics of the U.S. today," said the editors, "we found this very disturbing—even frightening—in its implications."

AAP invites nominations for the Curtis Benjamin Award, given annually to an individual who has demonstrated exceptional creativity either in a specific publishing project or by his or her career. Deadline for nominations is January 16. Forms may be obtained from Thomas McKee, Association of American Publishers, 220 E. 23rd St., New York, N.Y. 10010.

Levitas Leaves 'N.Y. Times Review' For 90 Days; Sinkler Stands In

Mitchel Levitas, editor of the *New York Times Book Review,* has moved to the business section for 90 days as part of a temporary reassignment for major *Times* editors. During that period Rebecca Sinkler, deputy *Book Review* editor since 1985, will take over as editor of the *Review.*

Describing the change as "editorial musical chairs," Arthur Gelb, managing editor of the *Times,* said, "This is a chance for our senior editors to learn about the operations of other departments at the paper and for those departments to learn other editorial perspectives. You shouldn't read anything more into it than that. Mike Levitas will return to the *Book Review* in February."

Sinkler came to the *Times Book Review* as an editor in 1984 from the *Philadelphia Inquirer,* where she was book review editor.

Moldow Joins Penguin As Editorial Director

Alex Gotfryd

Susan Moldow, who has been vice-president and editor-in-chief of Dell for the past seven years, has been named vice-president and editorial director of Penguin Books. Although her primary responsibility will be shaping and expanding the Penguin list, she will also acquire properties for Viking and be involved in hard-soft deals.

In addition to managing the mass market line at Dell, Moldow expanded the role of Laurel and Dell trade paperbacks and acquired hard-soft properties for Delacorte Press. Among authors she has worked with are Richard Bach, Jack Olsen, Sue Miller, Olive Ann Burns, Irving Wallace, Craig Nova, Judith Guest and Rebecca Hill.

Before joining Dell, Moldow was executive editor at Avon, where she acquired *The People's Pharmacy-2, Saturday Night Live* and *The Complete Book of Running.*

AAP Sales Report for September

Category	% change, September	% change, YTD
Adult hardcover	8.7	9.7
Adult paperback	44.2	17.4
Juvenile hardcover	15.4	16.3
Juvenile paperback	44.1	40.7
Univ. Pr. hardcover	13.9	15.5
Univ. Pr. paperback	22.4	23.4
Bibles, etc.	-4.2	11.0
Mass market paperback	13.0	9.5
Book club	-9.7	0.6
Mail order	-3.1	4.5
Sci-tech	8.1	8.1
College texts	-1.8	8.6
School texts	8.1	5.0

THE DESSAUER REPORT

BY JOHN P. DESSAUER

Third-Quarter Sales Maintain Pace

Although there was a good deal of fluctuation within individual categories, the overall pace established by the publishing industry in the second quarter was maintained in the third. Adult Trade Books and Mail Order Publications increased their momentum, while Juveniles and Mass Market Paperbacks somewhat moderated theirs, and Book Clubs slid badly. Textbook results during this, their biggest quarter of the year, were mixed: both Elhi and College showed dollar improvements, but units declined in the Elhi and improved only marginally in the College sector. The pace of Professional book sales moderated slightly.

In the market sectors, General Retailers, though still performing solidly, fell off the pace somewhat, while Direct-to-Consumer sales showed further erosion. College Stores, Libraries and Schools all raised their standing. Assuming that the industry can keep up the present pace during the final quarter, 1988 could nearly equal 1987 in sales gains—the first time since 1980–81 that books would have enjoyed solid success for two years in a row. ☐

ESTIMATED PUBLISHERS' NET BOOK SALES—THIRD QUARTER 1988

Millions of Dollars and Units

	Jul.–Sept. 1988		Jul.–Sept. 1987		Percent Change		Jan.–Sept. 1988		Jan.–Sept. 1987		Percent Change	
	Dollars	**Units**	**Dollars**	**Units**	**Dollars**	**Units**	**Dollars**	**Units**	**Dollars**	**Units**	**Dollars**	**Units**
Trade	1,448.0	354.41	1,206.3	327.60	20.0	8.2	2,972.3	685.83	2,539.8	638.10	17.0	7.5
Adult Hardbound	532.4	74.85	465.8	71.96	14.3	4.0	1,344.9	193.71	1,210.5	190.18	11.1	1.9
Adult Paperbound	533.6	121.07	433.4	113.84	23.1	6.4	932.6	215.07	779.8	205.44	19.6	4.7
Juvenile Hardbound	204.3	65.43	178.1	58.51	14.8	11.8	409.3	124.68	347.4	109.94	17.8	13.4
Juvenile Paperbound	177.7	93.06	129.1	83.29	37.7	11.7	285.5	152.37	202.1	132.54	41.3	15.0
Religious	192.4	32.75	178.6	34.32	7.7	(4.6)	526.9	93.95	496.2	99.07	6.2	(5.2)
Hardbound	137.0	14.65	126.9	15.41	7.9	(5.0)	375.6	41.90	352.0	44.27	6.7	(5.4)
Paperbound	55.3	18.10	51.7	18.91	7.0	(4.3)	151.3	52.05	144.2	54.80	4.9	(5.0)
Professional	853.1	57.05	805.5	55.02	5.9	3.7)	2,115.1	143.75	1,953.2	135.11	8.3	6.4
Hardbound	555.2	17.92	528.0	18.09	5.1	(0.9)	1,379.4	45.73	1,285.6	45.10	7.3	1.4
Paperbound	297.9	39.12	277.4	36.94	7.4	5.9	735.7	98.02	667.6	90.00	10.2	8.9
Book Club	220.4	33.50	225.7	37.02	(2.3)	(9.5)	529.2	83.65	525.5	89.84	0.7	(6.9)
Hardbound	183.8	13.16	188.8	14.84	(2.6)	(11.4)	442.4	33.24	438.9	35.97	0.8	(7.6)
Paperbound	36.6	20.35	36.8	22.18	(0.8)	(8.2)	86.8	50.41	86.6	53.87	0.3	(6.4)
Mail Order Publications	187.9	35.85	174.3	33.51	7.8	7.0	501.2	93.48	481.4	92.47	4.1	1.1
Mass Market Paperbacks	537.0	296.71	518.6	308.67	3.6	(3.9)	1,071.6	618.06	975.1	586.21	9.9	5.4
University Presses	54.7	4.58	46.3	4.27	18.2	7.2	113.5	8.96	98.2	8.56	15.6	4.8
Hardbound	34.7	1.41	30.4	1.41	14.1	0.2	81.6	3.58	71.8	3.56	13.6	0.5
Paperbound	20.0	3.17	15.9	2.86	25.8	10.7	31.9	5.38	26.3	4.99	21.2	7.8
Elhi Text	1,083.7	127.33	1,022.3	137.96	6.0	(7.7)	1,669.8	201.60	1,591.8	219.08	4.9	(8.0)
Hardbound	611.1	49.34	581.9	52.77	5.0	(6.5)	945.3	77.71	908.9	83.58	4.0	(7.0)
Paperbound	472.6	77.98	440.4	85.18	7.3	(8.5)	724.5	123.90	682.8	135.50	6.1	(8.6)
College Text	991.7	72.60	893.7	70.68	11.0	2.7	1,346.2	101.09	1,235.1	98.87	9.0	2.2
Hardbound	846.6	50.54	757.2	48.39	11.8	4.5	1,147.1	70.07	1,045.7	67.58	9.7	3.7
Paperbound	145.2	22.06	136.5	22.30	6.4	(1.1)	199.1	31.02	189.4	31.29	5.1	(0.9)
Subscription Ref.	58.8	0.14	57.3	0.14	2.6	(2.6)	155.6	0.37	155.0	0.39	0.4	(4.9)
Total	5,627.8	1,014.90	5,128.6	1,009.20	9.7	0.6	11,001.4	2,030.74	10,051.2	1,967.70	9.5	3.2

ESTIMATED DOMESTIC CONSUMER EXPENDITURES ON BOOKS—THIRD QUARTER 1988

Millions of Dollars and Units

	Jul.–Sep. 1988		Jul.–Sep. 1987		Percent Change		Jan.–Sep. 1988		Jan.–Sep. 1987		Percent Change	
	Dollars	**Units**	**Dollars**	**Units**	**Dollars**	**Units**	**Dollars**	**Units**	**Dollars**	**Units**	**Dollars**	**Units**
General Retailers	2,656.1	390.60	2,429.5	385.63	9.3	1.3	5,737.5	885.81	5,113.6	823.49	12.2	7.6
College Stores	1,608.7	142.99	1,410.9	134.30	14.0	6.5	2,914.5	264.30	2,666.5	258.32	9.3	2.3
Libraries & Institutions	467.1	30.85	423.0	30.18	10.4	2.2	1,216.3	84.40	1,109.8	80.55	9.6	4.8
Schools	1,162.5	152.16	1,091.6	158.60	6.5	(4.1)	1,890.7	249.85	1,797.3	263.99	5.2	(5.4)
Direct to Consumer	720.2	85.21	717.8	91.42	0.3	(6.8)	1,713.1	208.09	1,676.2	216.72	2.2	(4.0)
Other	103.0	41.36	90.8	39.01	13.4	6.0	318.9	132.84	276.8	121.46	15.2	9.4
Total	6,717.5	843.16	6,163.7	839.13	9.0	0.5	13,791.0	1,825.29	12,640.2	1,764.53	9.1	3.4

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The Shadow of 1992: Thinking About the EEC
Christmas Bookseller Business Survey ● Spring Sneak Previews
Do Book Ads Work? ● Making Journals Pay: A Talk with Ted Cross

Publishers Weekly

A CAHNERS/R.R. BOWKER PUBLICATION *THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING* DECEMBER 23, 1988 $2.50

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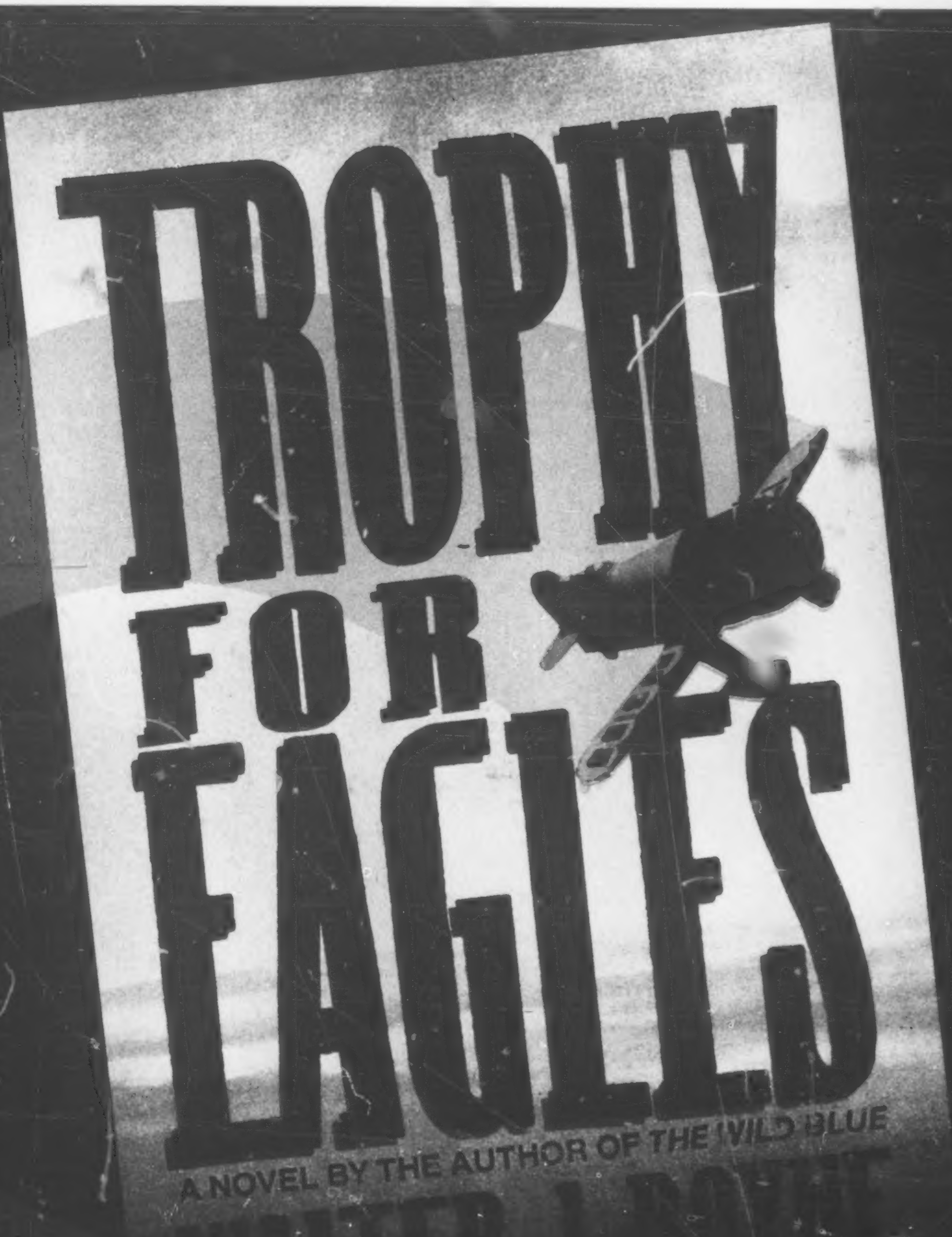
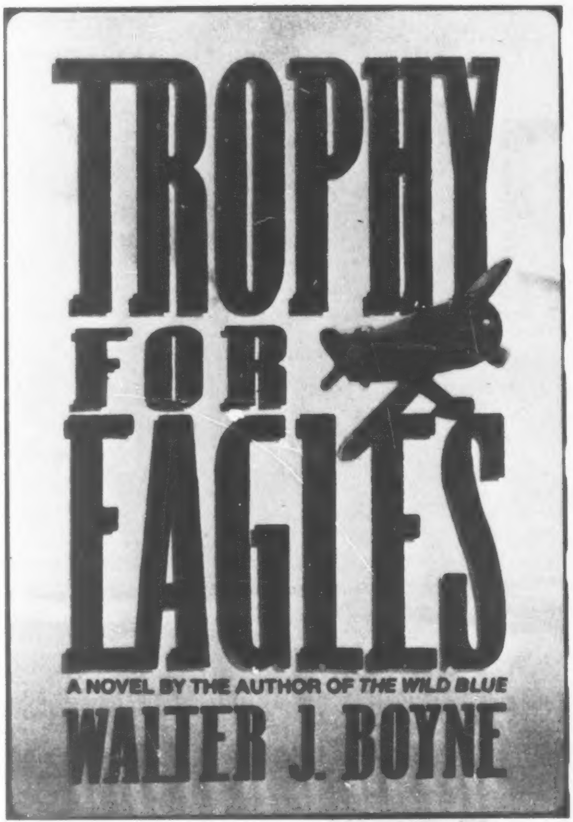

TROPHY
FOR
EAGLES
A NOVEL BY THE AUTHOR OF THE WILD BLUE

THE CROWN PUBLISHING GROUP

*T*rophy for *E*agles

by Walter J. Boyne



From the co-author and publishers of the national bestseller, *The Wild Blue*.

In 1986, *The Wild Blue* flew onto bestseller lists all over America, and reviewers were ecstatic about it. "A thrilling story...There is no greater drama in our times."—Hugh Sidey, *Time*. "Deserves a place among (such) service epics as *Once an Eagle, From Here to Eternity,* and *Winds of War.*"—*UPI*. Author Walter Boyne has been hailed as one of the country's most knowledgeable aviation writers.

Boyne now gives us a vivid historical novel about the golden age of aviation and the daring pilots who competed for prizes, jobs, love, and glory. At the heart of the story is the fierce rivalry between two men in an America between the wars. Over the course of a decade, as other flyers in their group (including the young Charles Lindbergh, the enigmatic Howard Hughes, and the reluctant aviatrix Amelia Earhart) set records for distance, speed, and human endurance, these sworn enemies will try to destroy each other in the air and on the ground, in flying competitions, business, and finally in war.

From the first race to cross the Atlantic to the first rumblings of war, this realistically detailed saga is filled with air competitions, dog fights, love, sex, and passion.

Photo: © 1986 Jerry Bauer

100,000-copy first printing and $85,000 national launch budget • Promotional Galley • National Author Tour • Literary Guild Alternate • April (572761) $19.95; 12-copy display unit (572923) $239.40

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Publishers Weekly is published weekly by Bowker Magazine Group, Cahners Magazine Division, Terrence M. McDermott, President; Jerry D. Neth, Vice President/Publishing Operations; J. J. Walsh, Financial Vice President/Magazine Division; Thomas J. Dellamaria, Vice President/Production & Manufacturing. Bowker Magazine Group is also an affiliate of R. R. Bowker Co., Gordon Graham, Chairman of the Board; Ira Siegel, President. Copyright © 1988 by Reed Publishing, USA; Saul Goldweitz, Chairman; Ronald G. Segel, President & Chief Executive Officer; Robert L. Krakoff, Executive Vice President; William M. Platt, Sr. Vice-President. Printed in the U.S.A. SUBSCRIPTION: U.S.A.: 1 year $97, 2 years $165, 3 years $233. Canada: 1 year $177, 2 years $301, 3 years $425. Air delivery to all other countries: 1 year $260, 2 years $442, 3 years $624. (Remit in U.S. funds only.) Single copy $5.00, announcements $10.00 each. Prepayment required. Send single copy requests to: Publishers Weekly, P. O. Box 1979, Marion, OH 43302. PUBLICATION ADDRESS: Publishers Weekly, P.O. Box 1979, Marion, OH 43302. *Address editorial and advertising correspondence to* 249 West 17th Street, New York, NY 10011; telephone: 212/645-0067; telex: 12-7703. *Address circulation correspondence and changes of address to* Publishers Weekly, P.O. Box 1979, Marion, OH 43302; telephone 1-800-669-1002; in Alaska, Hawaii, Canada, and all other countries, telephone: 614-382-3322. Second-class postage paid at New York, N.Y., and additional mailing offices. **POSTMASTER**: Send address changes to *Publishers Weekly*, P.O. Box 1979, Marion, OH 43302. Cahners Publishing Company, a Division of Reed Publishing USA ☐ Specialized Business Magazines for building & Construction, Manufacturing, Foodservice & Lodging, Electronics & Computers, Interior Design, Printing, Publishing, Industrial Research & Technology, Health Care, and Entertainment. ☐ Specialized Consumer Magazines: *American Baby* and *Modern Bride*.

Publishers Weekly

VOLUME 234 NUMBER 26
ISSN 0000-0019

THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING

DECEMBER 23, 1988

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CROSS CURRENTS

Maserati's Beverly Hills showroom will be the venue for the publication party for Beth Ann Herman's *Power City* (Bantam), a fictional exposé of the Hollywood PR business that extols the Maserati as the vehicle of ultimate power. Believed to be the first time a major automobile manufacturer has underwritten the promotional launch of a paperback novel, the notion came from Stan L. Friedman of Friedman O'Sullivan Communications, who confesses that he does not drive a Maserati.

Edward Kosner, editor and publisher of *New York*, will also scout for books for Harper & Row as editorial consultant to the adult trade division.

Walter J. Black Inc., recently marked its 65 years in the mail-order business—and its 65 years as a family enterprise. Joining president Theodore M. Black at the celebration were his sons, Walter J. Black II, senior vice-president, and T. Michael Black Jr., analyst for the firm.

Friends and colleagues of Grace Bechtold, former executive editor of Bantam Books who died April 11, have planted a flowering pear in her memory in front of the New School on Manhattan's West 12th Street, the street where she lived.

Moscow's Znaniye Publishing House will print 500,000 copies of Ross Campbell's *How to Really Love Your Child*. First released in 1977 by Victor Books, a division of Scripture Press, the work has already been translated in 17 languages and has 480,000 English copies in print.

We count on "C.J.S.," writing in Lea & Febiger's newsletter, to tell us what's *really* interesting in his company's books. Take *Biology and Diseases of the Ferret* by James Fox. "Exquisitely related," C.J.S. reports, is the Yorkshire pastime of ferret-legging. A competitor ties his trousers at the ankles, inserts two ferrets and secures his belt tightly. "The object is to determine who can withstand the presence of the ferrets in his pants the longest....The current record, as of 1983, stands at an impressive five hours and 26 minutes, held by a 72-year-old Yorkshire man. The contest requires that the ferrets have a full set of teeth."

The top-secret report that everybody would like to peek at but is limited to heads of houses whose firms are members of AAP—the biennial survey on salaries and bonuses of 140 benchmark jobs—is now being prepared for 1989. Because completed questionnaires are mailed directly to the tabulating firm, Organization Resources Counselors, the confidentiality of individual company data is guaranteed. Participants pay $225 for the survey, nonparticipants pay $435. CEOs may obtain questionnaires from Mary Walling, Association of American Publishers, 220 E. 23rd St., New York, N.Y. 10010.

Industry Revenues Grew 22.4% in 1987, Veronis, Suhler Reports

Book publishing revenues of $6.8 billion in 1987 represented a growth of 22.4%, according to the sixth annual Communications Industry Report by investment bankers Veronis, Suhler & Associates.

The study, which covers financial performances over the five-year period 1983-1987, points out that 1987's growth rate was virtually the same as in the two previous years, reflecting high acquisition activity. Only a modest 7.3% increase in 1984 kept the five-year compound annual rate (18.2%) below 20%.

Among publicly reporting companies, pretax operating income in 1987 grew by 15.3% to $850 million. Over the three previous years, however, the rate averaged 23.7%; for the five-year period it was 21.5%.

Revenue growth leaders in 1987 among publicly owned firms were Harcourt Brace Jovanovich (78.3%), Price/Stern/Sloan (45.5%), Time (43.9%), Western (42.3%) and Grolier (21.0%)

Over the past five years, revenue growth leaders were Gulf + Western (48.6%), Price/Stern/Sloan (33.2%) Bell & Howell (26.2%), HBJ (25.1%) and Macmillan (19.8%).

"Despite the popularity of cable television and the growing usage of home video, book publishing has thrived," the report observes. "Polls indicate that people are reading more, and sales data indicate that they are buying more books."

BOOK INDUSTRY SALES GROWTH, 1987

Category	Dollars	Units
Trade	18.1%	11.4%
Adult	16.6	7.6
Juvenile	24.7	19.4
Religious	6.8	-0.4
Professional	9.8	7.3
Book Club	14.3	6.3
Mail-Order Publications	3.0	0.0
Mass Market Paperback	9.8	2.0
University Presses	9.1	2.3
Elhi Textbooks	3.8	-4.1
College Textbooks	4.0	-5.8
Subscription Reference	-1.3	-6.0
Total	9.8	4.5

Source: Veronis, Suhler & Associates, Book Industry Study Group

Ballinger Moving to New York; Greenberg Named Publisher

Harper & Row has announced that Ballinger Publishing, its professional publishing subsidiary, will be moved from Cambridge, Mass., to Harper & Row's headquarters in New York. The move will take place by mid-January.

Robert L. Beiwen, group vice-president for educational and professional publishing at Harper & Row, said, "It's a small division located off by itself in Cambridge. We have all our joint production services as well as the sales force here. It's just more effective for the company to be in New York."

Mark Greenberg has been named publisher and president replacing Carol Franco. Greenberg was formerly vice-president for marketing and sales at Prentice Hall Information Services. The 14 present Ballinger employees will not make the move to New York.

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Looking Back on '88

Takeovers, Sales, People Moves, Bestsellers, Best Books
The State of the Paper Market • Top Authors Look Ahead

Publishers Weekly

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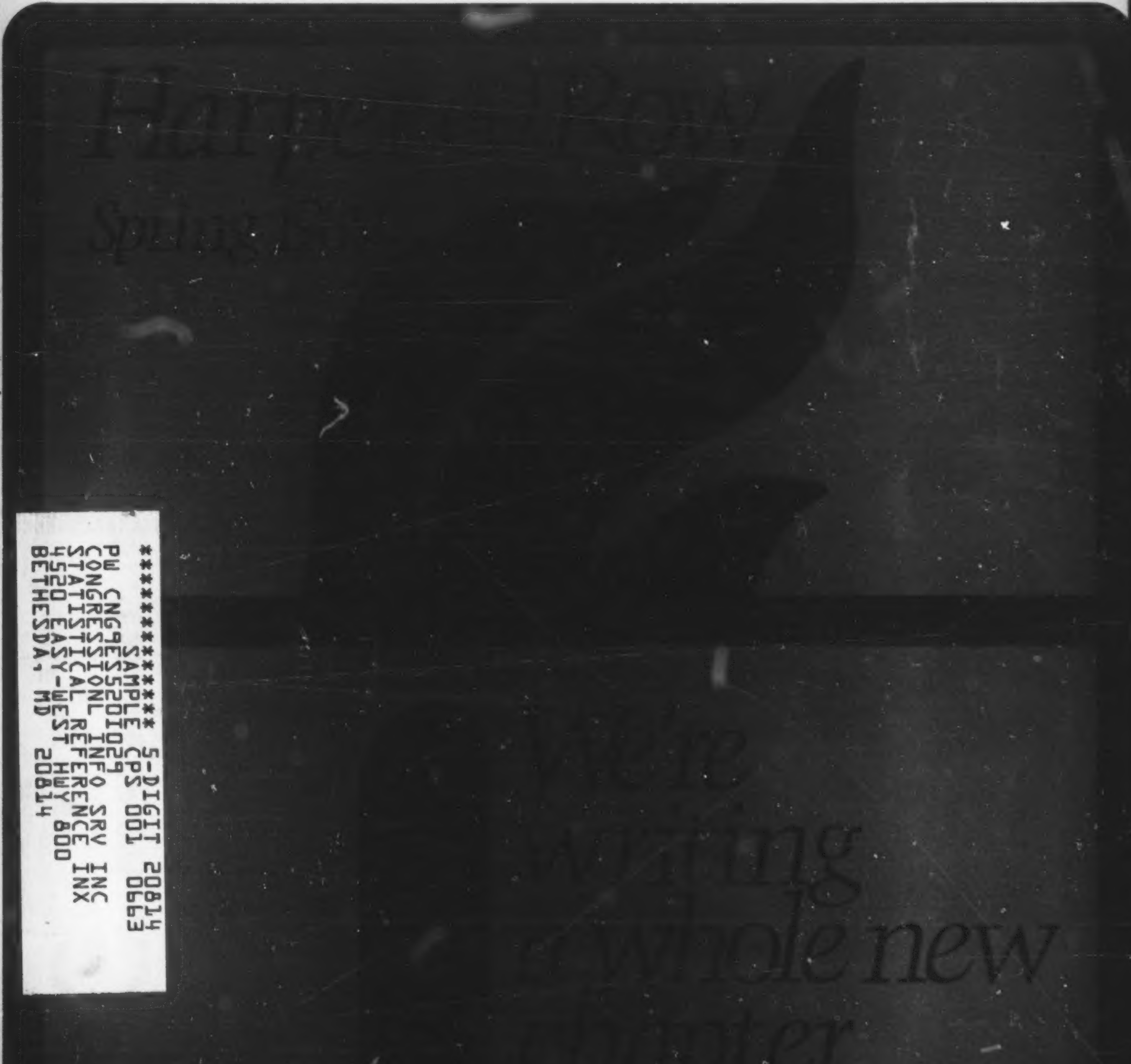
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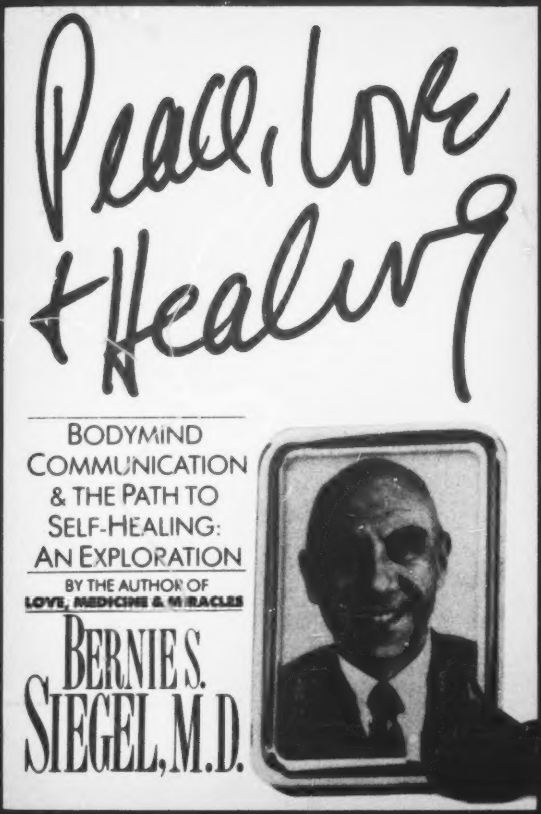
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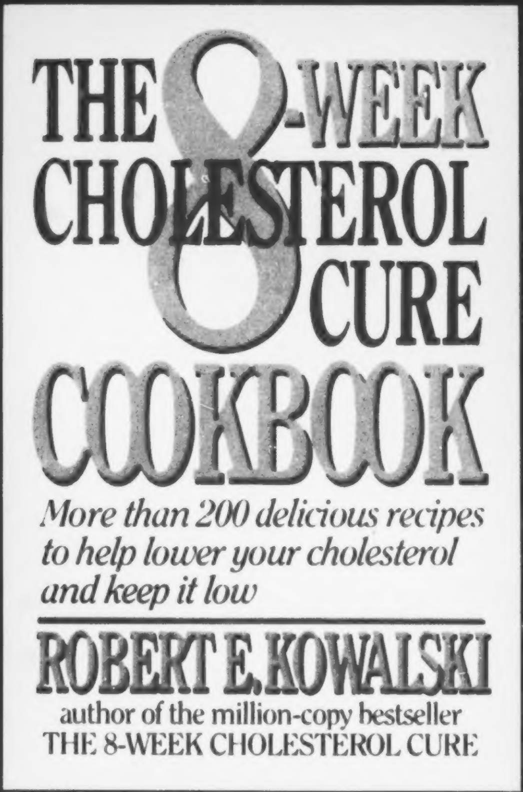
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Publishers Weekly

VOLUME 235 NUMBER 1
ISSN 0000-0019

THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING

JANUARY 6, 1989

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Longest-Running Hardcover Bestsellers for 1988

The books on these *PW* hardcover and paperback bestseller lists are those that lasted longest on our regular weekly bestseller lists in 1988. This list of fiction and nonfiction titles does not necessarily reflect the year's bestselling hardcover books in terms of actual sales. Some titles that achieve bestsellerdom in the last few months of the year will have the highest rate of sales, because of holiday purchase. The 1988 list of longest-running hardcover bestsellers include 16 fiction titles and only nine nonfiction titles that made the weekly charts 15 times or more. In past years, at least 15 nonfiction titles enjoyed a longevity of at least 15 weeks on the weekly charts.

	FICTION	#Wks. on '88 List	#Wks. on '87 List
1	* **The Bonfire of the Vanities.** Tom Wolfe. Farrar, Straus & Giroux (11/87; $19.95).	48	7
2	**Love in the Time of Cholera.** Gabriel García Márquez. Knopf (4/88; $19.95).	34	–
3	**The Shell Seekers.** Rosamunde Pilcher. St. Martin's (1/88; $19.95).	33	–
4	* **The Icarus Agenda.** Robert Ludlum. Random House (3/88; $19.95).	25	–
	* **Alaska.** James Michener. Random House (6/88; $22.50)	25	–
5	* **Zoya.** Danielle Steel. Delacorte (6/88; $19.95).	21	–
6	* **The Cardinal of the Kremlin.** Tom Clancy. Putnam (7/88; $19.95)	20	–
7	**Till We Meet Again.** Judith Krantz. Crown (9/88; $19.95).	19	–
8	**The Patriot Games.** Tom Clancy. Putnam (7/87; $19.95).	18	21
	* **The Tommyknockers.** Stephen King. Putnam (11/87; $19.95)	18	4
	Treasure. Clive Cussler. Simon & Schuster (4/88; $18.95)	18	–
9	**Presumed Innocent.** Scott Turow. Farrar, Straus & Giroux (7/87; $18.95).	17	26
10	**Beloved.** Toni Morrison. Knopf (9/87; $18.95).	16	14
	Kaleidoscope. Danielle Steel. Delacorte (11/87; $18.95)	16	9
	2061: Odyssey 3. Arthur C. Clarke. Del Rey (1/88; $17.95)	16	3
	Rock Star. Jackie Collins. Simon & Schuster (4/88; $19.95)	16	–

	NONFICTION	#Wks on '88 List	#Wks on '87 List
1	* **The 8-Week Cholesterol Cure.** Robert W. Kowalski. Harper & Row (3/87; $17.95).	49	20
2	* **Trump: The Art of the Deal.** Donald J. Trump with Tony Schwartz (12/87; $19.95).	43	1
3	**Swim with the Sharks Without Being Eaten Alive.** Harvey Mackay. Morrow (3/88; $15.95).	36	–
4	**Thriving on Chaos: A Handbook for a Management Revolution.** Tom Peters. Knopf (10/87; $17.95).	35	7
	* **A Brief History of Time: From the Big Bang to Black Holes.** Stephen W. Hawking. Bantam (4/88; $18.95).	35	–
5	**Rise & Fall of the Great Powers.** Paul Kennedy. Random House (1/88; $24.95).	30	–
6	* **Talking Straight.** Lee Iacocca with Sonny Kleinfield. Bantam (6/88; $21.95).	24	–
7	**Love, Medicine & Miracles.** Bernie S. Siegel. Harper & Row (5/86; $17.95).	20	33
8	**Senatorial Privilege: The Chappaquidick Cover-Up.** Leo Damore. Regnery Gateway (6/88; $21.95).	15	–

* These titles achieved the #1 spot during their 1988 presence on *PW*'s Bestseller List.

Longest-Running Paperback Bestsellers for 1988

Reprints of hardcover bestsellers dominated the mass market list, while humor was the most prevalent category on the trade side, followed by books on health and alternative healing. In 1987, 19 mass market titles and 15 trade paperbacks made the weekly charts 10 or more times. This year, the tally was higher—25 for mass market and 21 for trade. It was the fifth appearance for *The Road Less Traveled* on these lists, the third time as #1.

MASS MARKET

		#Wks. on '88 List	#Wks. on '87 List
1	**The Prince of Tides.** Pat Conroy. Bantam (1/88; $4.95).	37	3
2	* **Presumed Innocent.** Scott Turow. Warner (5/88; $4.95).	29	–
3	**Small Sacrifices.** Ann Rule. NAL/Signet (7/88; $4.95).	20	–
4	* **Fine Things.** Danielle Steel. Dell (3/88; $4.95).	17	–
	* **Patriot Games.** Tom Clancy. Berkley (8/88; $4.95).	17	–
5	* **Communion.** Whitley Strieber. Avon (2/88; $4.95).	13	–
	* **Destiny.** Sally Beauman. Bantam (2/88; $4.95).	13	–
	Over the Edge. Jonathan Kellerman. NAL/Signet (3/88; $4.95).	13	–
	* **Misery.** Stephen King. NAL/Signet (6/88; $4.95).	13	–
	* **Hot Flashes.** Barbara Raskin. St. Martin's Press (8/88; $4.95).	13	–
6	**Windmills of the Gods.** Sidney Sheldon. Warner (11/87; $4.95).	12	6
	Weep No More, My Lady. Mary Higgins Clark. Dell (7/88; $4.95).	12	–
	Sphere. Michael Crichton. Ballantine (8/88; $4.95).	12	–
7	* **The Eyes of the Dragon.** Stephen King. NAL/Signet (1/88; $4.50).	11	–
	Sarum. Edward Rutherfurd. Ballantine (8/88; $5.95).	11	–
	* **Heaven and Hell.** John Jakes. Dell (10/88; $5.95).	11	–
	Her Mother's Daughter. Marilyn French. Ballantine (10/88; $5.95).	11	–
	* **Murder in the CIA.** Margaret Truman. Fawcett Crest (10/88; $4.95).	11	–
8	* **Garden of Shadows.** V. C. Andrews. Pocket (11/87; $4.95).	10	7
	The Ladies of Missalonghi. Colleen McCullough. Avon (4/88; $3.95).	10	–
	Dirk Gently's Holistic Detective Agency. Douglas Adams. Pocket (5/88; $4.50).	10	–
	Elvis & Me. Priscilla Presley. Berkley (2/88; $4.50).	10	–
	* **Fallen Hearts.** V. C. Andrews. Pocket (8/88; $4.95).	10	–
	Heiress. Janet Dailey. Fawcett Crest (7/88; $4.95).	10	–
	* **Team Yankee.** Harold Coyle. Berkley (9/88; $4.95).	10	–

TRADE

		#Wks on '88 List	#Wks on '87 List
1	**The Road Less Traveled.** M. Scott Peck. Touchstone/S & S (1983, $9.95).	50	51
2	* **Calvin & Hobbes.** Bill Watterson. Andrews & McMeel (4/87; $6.95).	41	37
3	* **Dianetics, Revised Edition.** L. Ron Hubbard. Bridge (9/85; $4.95).	38	50
4	**Codependent No More.** Melody Beattie. H & R/Hazelden (5/87; $8.95).	36	–
5	* **Something Under the Bed Is Drooling.** Bill Watterson. Andrews & McMeel (5/88; $6.95).	30	–
6	* **Love, Medicine & Miracles.** Bernie S. Siegel. H & R/Perennial (6/88: $8.95).	27	–
7	**The Power of Myth.** Joseph Campbell. Doubleday (5/88; $19.95).	20	–
8	**The Closing of the American Mind.** Allan Bloom. S & S/Touchstone (5/88; $5.95).	19	–
9	**You Can Heal Your Life.** Louise L. Hay. Hay House (10/85; $10).	15	–
10	* **Night of the Crash-Test Dummies.** Gary Larson. Andrews & McMeel (8/88; $5.95).	14	–
	Tales Too Ticklish to Tell. Berke Breathed. Little, Brown (9/88; $7.95).	14	–
11	**The Book of Questions.** Gregory Stock. Workman (6/87; $3.95).	13	29
12	* **The Arthur Young Tax Guide 1988.** Peter W. Bernstein. Ballantine (12/87; $10.95).	12	–
13	**West with the Night.** Beryl Markham. North Point (1983; $12.50).	11	43
	* **The World Almanac & Book of Facts 1988.** World Almanac/Pharos (12/87; $5.95).	11	1
	* **The Dark Tower: Gunslinger.** Stephen King. NAL/Plume (9/88; $10.95).	11	–
	* **The Essential Calvin & Hobbes.** Bill Watterson. Andrews & McMeel (10/88; $12.95).	11	–
14	* **The Far Side Observer.** Gary Larson. Andrews & McMeel (10/87; $5.95).	10	8
	The Fatal Shore. Robert Hughes. Vintage (2/88; $9.95).	10	–
	* **Garfield Worldwide.** Jim Davis. Ballantine (3/88; $6.95).	10	–
	Beloved. Toni Morrison. NAL/Plume (9/88; $8.95).	10	–

* These titles achieved the #1 spot during their 1988 presence on *PW*'s Bestseller List.

EDITED BY PAUL SWEETING AND JOHN ZINSSER

1988: Steady As She Goes

BY PAUL SWEETING

Compared to the tumult of 1987, 1988 seemed a positively mild year in the spoken audio publishing business. Big fish were not eating little fish, no major players went under and what trends were evident played themselves out at a leisurely pace. The industry also did not produce the hoped for break-out hit that would put spoken-word audio on the publishing map, the way Jane Fonda's *Workout* once put nontheatrical programming (and its publisher, Karl Home Video) on the home video map in 1983.

"Steady" was the watchword for 1988, as in "it was a steady business," or "growth was steady," or "we're making steady progress." Steadiness, of course, is not necessarily a bad thing for a business, but it can sometimes feel like only half a loaf. As one audio executive put it while voting with the majority, "steady sounds better than flat."

Spoken-word audio publishing was roughly a $100 million business in 1988, according to research provided to *PW* by one publisher. That figure is split fairly evenly between retail and direct-mail sales, but includes Nightingale-Conant, who alone, according to various estimates, accounted for at least 80% of the direct-mail business. Excluding Nightingale's operation, the retail market is at least five times the size of the direct-mail business.

That retail market, however, is not particularly well developed, as illustrated by *PW*'s survey of Christmas business (Dec. 23). When asked to name the spoken-word audio titles currently selling best in their stores, retailers were as likely as not to mention *categories* that were performing well, rather than particular titles. This was especially true of independent booksellers. Some even went so far as to suggest that the notion of a "bestseller" is simply not yet applicable to the spoken audio business.

A typical comment comes from Nick Setka, manager of San Francisco's Cody's Books. "We don't sell that many of any one [title]," he said, adding "although taken as a whole, we do quite well." Similarly, Peggy Taylor, co-owner and manager of Webster's, The Reader's Bookstore and Cafe in Milwaukee, called audio "a real this-and-that market."

Even where specific titles were cited, retailers often prefaced their remarks by stressing the fundamentally egalitarian nature of the business. "There really isn't one that stands out," Pamela Turner, co-owner of Under Cover Books, began before adding "but we are still selling [Bantam's] *Prince of Tides*." Richard Howorth, owner of Square Books in Oxford, Miss., noted that "tape sales are diverse," before singling out Caedmon's *Love, Medicine & Miracles*.

Publishers offer various explanations for why spoken audio seems to be regarded generically by retailers. Audio, says Bantam's Jenny Frost, "turns less often than books, so retailers are doing inventory less frequently. That tends to make them less aware of specific titles. Also, there was no real big title this year that stands out in retailers' minds, the way the Garrison Keillor titles did the year before."

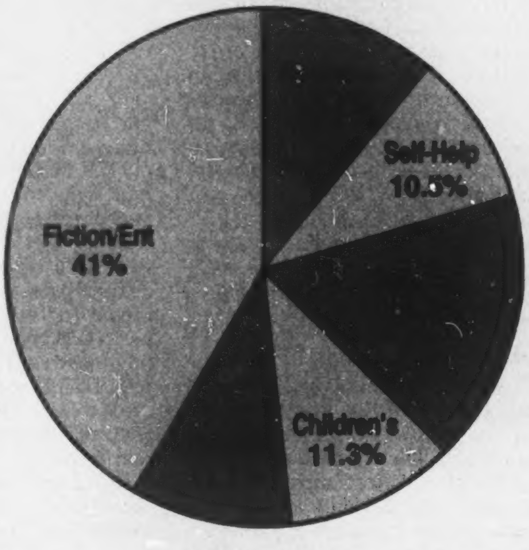
George Hodgkins of Audio Renaissance believes that since spoken word is still treated as a sideline by many retailers, they simply pay less attention to it. "I doubt [retailers] could tell you their bestselling greeting cards or magazines either," he says. But Hodgkins also detects a curious paradox in how retailers regard the format. "It's certainly a title business on sell-in," he notes. "Retailers are not buying audio by the pound. But for some reason, that perception is not carried over to the sell-out."

One reason for this paradox may be consumers' continuing unfamiliarity with spoken-word audio in general. "Unlike the book or record business, there are no big hits—it's not that kind of industry yet," says Albert Chow, main buyer at Tower Books in Sacramento, Calif. "I think this is because the field is small, and the number of people buying is small, and they buy diverse tapes. We don't have a mass market yet, and so we don't have bestsellers."

Chow believes that educating the consumer about spoken audio is more important in the long run than current sales numbers for any given title. "Bookstores, if they want to increase sales, have to educate the public that the category is available as an option," he says. "Education is more important than sales."

That's why Chow is encouraged by the increasing practice of simultaneous release of audio and hardcover editions. "We're going to put the tape and book side by side," he reports. "The emphasis of this is not so much on sales of the tapes, but to introduce the market to the availability of tapes with bestsellers."

PERCENTAGE OF AUDIO PUBLISHERS' SALES TO RETAIL TRADE BY CATEGORY, 1988



With consumer awareness of spoken audio still below the critical mass needed to create bestsellers, publishers have been forced to focus their strategic thinking on tapping, and exploiting, entire categories of programming, rather than on nurturing individual titles. The continuing popularity of such categories as subliminals and self-help tapes is the clearest expression the market has of consumer interest.

Thus, in the second half of 1988, both Random House and Simon & Schuster introduced lines of subliminal programs. Both houses had previously conceded the subliminal field, and the mysteries of self-hypnosis, largely to independent publishers such as Potentials Unlimited, Metacom and Bright Images.

But the languor with which the rest of the market was developing, and the resulting difficulty of creating bestselling fiction titles, made subliminals finally too big a chunk of the business to ignore. Had the numbers been there for high-profile fiction, or book-based nonfiction titles, Random and S & S might well have continued to ignore subliminals and contented themselves with exploiting their parents' lists without sinking the costs of developing entirely new lines.

Fiction vs. Nonfiction

The emphasis on categories—rather than titles—in 1988 continued to fuel the debate over their relative popularity. The research provided to *PW* shows that if business tapes, self-help, subliminal/self-hypnosis and language tapes are grouped under a "nonfiction" umbrella, then that super-category claims the largest chunk of the trade market (exclusive of direct mail).

Nonfiction claimed 47.8% of the market in 1988, compared to 41% for fiction and 11.3% for children's programming. But, if "nonfiction" is broken into its constituent parts, no one of them is even half as big as the fiction category (see chart).

Though the relative strengths of the various categories was of considerable interest to publishers in 1988, no strong consensus emerged as to the direction the trends were taking. Judging from the results of the bookseller survey, the performance of any given category is a market-by-market phenomenon, rather than an industry-wide trend.

"My sense is that frontlist fiction is the hot category," S & S Audio publisher Dan Roth says. "Overall, it's probably pretty evenly divided between frontlist fiction and what becomes backlist nonfiction, but the big books sell well as audios, which favors the fiction category."

George Hodgkins of Audio Renaissance, a nonfiction publisher, disagrees. "I think the perceived increase in the popularity of fiction is somewhat illusory," he says. "There have been more and more bestselling fiction titles published, so more of it is moving in and out of stores. But I think nonfiction is still stronger, because it has longer legs and a more proven history."

> 'Are we going to see 20% growth in the independent bookstores who have not yet committed to audio? I don't think so.'
>
> —*George Hodgkins, Audio Renaissance*

TDM/McGraw-Hill's Jim Brannigan draws a distinction between long-term appeal and short-term interest. "Fiction will do explosively well for a short period of time," he acknowledges. "But nonfiction is meant to live on the shelf for a long period of time. It's really two subbusinesses within a business, similar to publishing. At retail, you'd better have a healthy mix of both, because certain fiction titles will do well, but nonfiction keeps you in the black."

Retailers seem equally split on the matter. "Fiction is performing better and better," Tower's Albert Chow reports. "Fiction is the up-and-coming category. The general self-help market is pretty saturated, and I think the publishers know that. There are only so many hypnosis tapes you can make." Kroch's & Brentano's v-p Phil Anderson, on the other hand, believes the popularity of fiction is overstated. "I'm constantly hearing that fiction is one of the growth areas," he says. "We frankly have not seen that. We do best in self-help and business."

If one small point of consensus emerged it is that fiction was helped by the trend toward simultaneous release of the audio with the hardcover. "Simultaneous audio and hardcover release has helped *The Cardinal of the Kremlin* [S & S] and *Breathing Lessons* [Random]," Dan Winn, a buyer for the 20-store Bookstop chain in Austin, Tex., says, speaking for many retailers.

Seeking Alternative Distribution

The emphasis on categories influenced another trend trying to emerge in 1988—the development of distribution channels outside the book trade. "You saw a lot of groping for alternative markets in 1988," TDM/McGraw-Hill's Brannigan says. "But by and large I think it met with only limited success. I'm getting some stuff into the record market, but we'll have to wait and see if it sells through."

"From our point of view, the nonbook market has to be pursued," Audio Renaissance's Hodgkins says, concurring with the view that the pursuit has been largely unrequited. "That's where the growth is going to come from." According to Hodgkins, the current configuration of the market does not leave much room for growth. "Are we going to see a 20% growth in the independent bookstores who have not yet committed to audio?" he asks, answering "I don't think so. So if you are looking for 20% growth in your business, you have to look outside the trade."

Bantam's Frost believes the successful pursuit of alternative distribution channels will be determined by program categories. "There are some areas where it's working and some where it just hasn't taken hold," she says. "I think many places are more acceptable for nonfiction categories. Subliminals and self-help have real potential outside the trade. But fiction and books-on-tape are really centered around the book reader, and that means the book trade."

Somewhat ironically, one category of programming—unabridged books-on-tape—which had previously been confined largely to the direct mail market, seems to be making a move on the retail trade. In 1988, Dove released an unabridged reading of Stephen W. Hawking's *A Brief History of Time* to the retail trade, as S & S did with Dale Carnegie's *How to Win Friends and Influence People* and NAL did with Stephen King's *The Gunslinger*.

However, Sandy Spencer of Recorded Books, which rents unabridged books-on-tape through the mail, believes any trend in that direction is unlikely to develop much momentum. "The resistance to unabridgement is lessening as consumers are beginning to be aware that there is a choice," he notes. "But," he adds, "price point remains a barrier for unabridgement at retail on any large scale."

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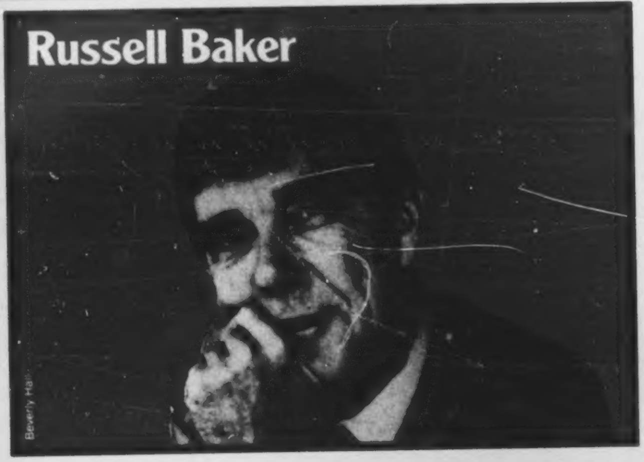
The Crowded World of Travel Books
What's New in Guides, Maps & Atlases
Whole Language: Booksellers & the Schools

Publishers Weekly

A CAHNERS/R.R. BOWKER PUBLICATION *THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING* JANUARY 20, 1989 $2.50



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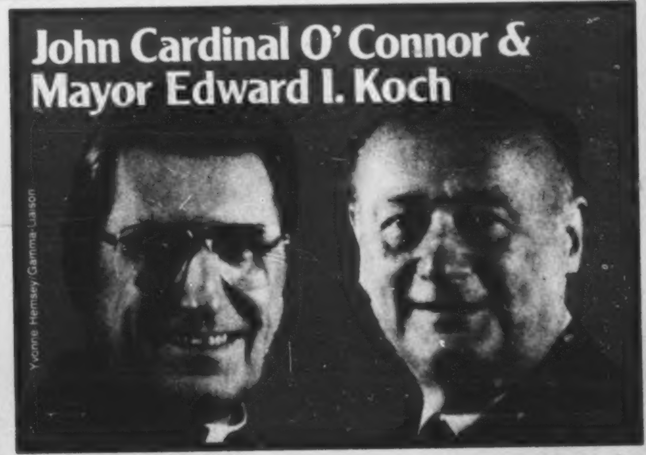

John Cardinal O' Connor & Mayor Edward I. Koch

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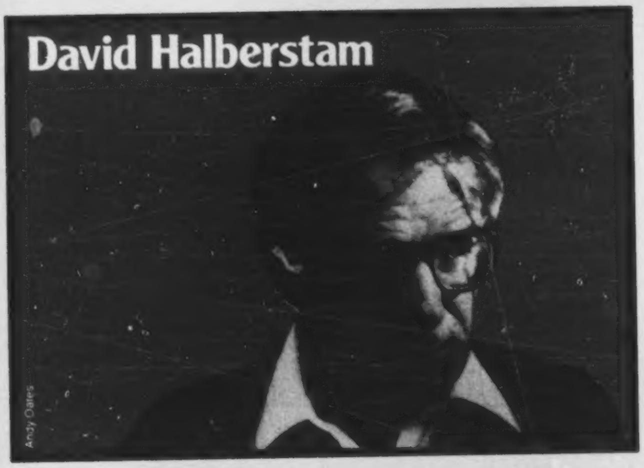

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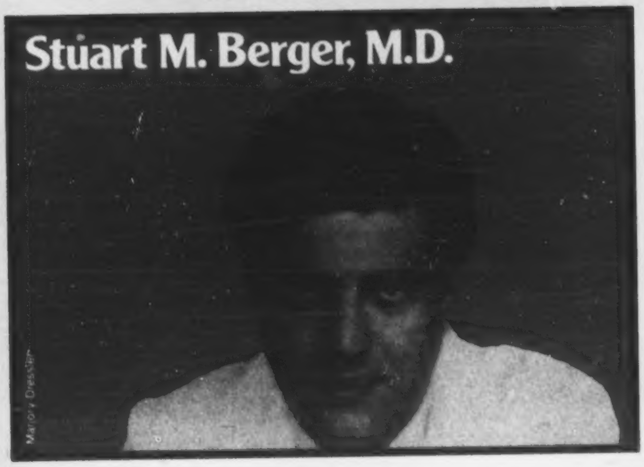

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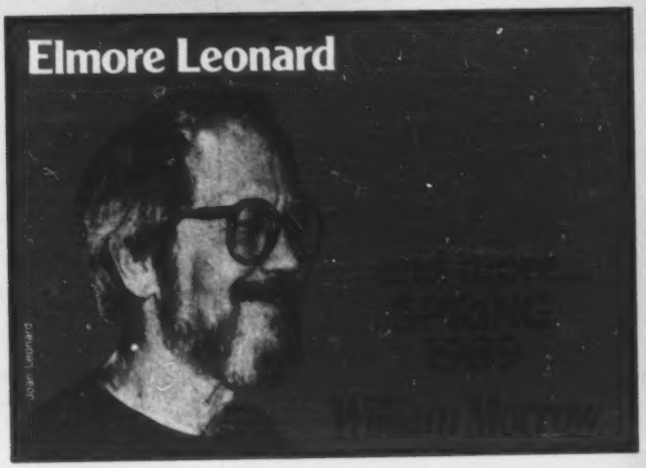

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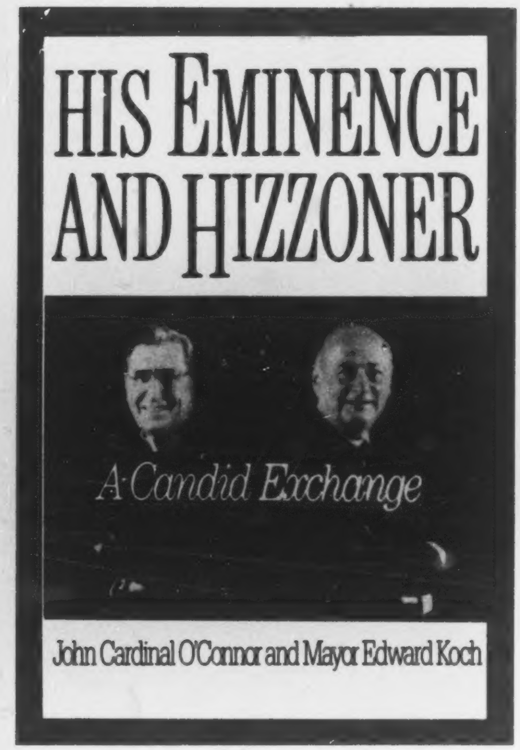
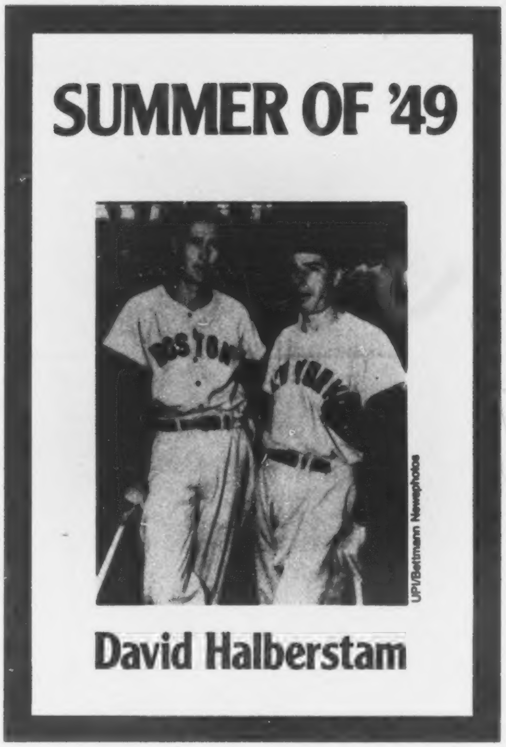

HIS EMINENCE AND HIZZONER
A Candid Exchange
John Cardinal O'Connor and Mayor Edward Koch

Here is that rarest of collaborations, an honest revelation of how two key figures view the central issues of the life of one of the world's major cities and how they work to address them. Each of these men has a quite different personality; each a very different faith and background. But in their struggle to grapple with such pressing issues as education, housing, health care, racism, AIDS, gay rights, and abortion, their efforts make for a frank and thoughtful exchange. In alternating chapters in which the cardinal and the mayor address these topics, HIS EMINENCE AND HIZZONER takes an important and eloquent step toward that end.

All authors' royalties and the publisher's profits from the sale of HIS EMINENCE AND HIZZONER will be donated to programs and charities of the Archdiocese and to agencies and nonprofit organizations of the city of New York.

● 100,000 First Printing ● National Coop ● April ● $18.45 ($18.95 FPT) ● ISBN 0-688-07928-8 ● First Serial to *Good Housekeeping*



The Pulitzer Prize-winning author of many bestsellers, including most recently THE RECKONING and THE AMATEURS, brilliantly recreates one of the fiercest rivalries in the history of baseball: the 1949 battle between the New York Yankees and the Boston Red Sox. Such legendary players as Joe DiMaggio, Ted Williams, Yogi Berra, and Ellis Kinder come to life as Halberstam retraces the dramatic pennant race that culminated in one final, deciding October game at Yankee Stadium. While foreshadowing the forces that were about to transform the sport and the country (television, commercial exploitation, and the opening of opportunities to blacks), SUMMER OF '49 nostalgically evokes the national pastime as played in an earlier, more innocent era.

● 150,000 First Printing ● Photos ● National Coop ● Author Tour ● Literary Guild Featured Alternate Selection ● May ● $21.45 ($21.95 FPT) ● ISBN 0-688-06678-X

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Publishers Weekly

VOLUME 235 NUMBER 3
ISSN 0000-0019

THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING

JANUARY 20, 1989

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THE GALLUP SURVEY

BY LEONARD WOOD

Buying Travel Books and Atlases

Time was when quickly traveling 'round the world was a feat achievable only by Phileas Fogg, but with the advent of such rapid transportation methods as the SST, globe-trotting has become commonplace. Today, with the aid of travel books, maps and atlases, readers can figuratively circumnavigate the globe in far less than 80 days.

To determine the extent of ownership of such travel aids, The Gallup Organization polled a nationally representative sample of adults, asking such questions as:

Do you own any type of atlas, that is, a book of detailed maps of various regions? or

Thinking of your last vacation or trip away from home, did you use a travel book of any kind to plan or guide your trip?

What we found was that ownership of atlases appears to be fairly widespread—roughly two in three Americans (68%) claim to have one. Use of travel books, on the other hand, is less common—only one in three respondents (32%) used one to plan their last vacation (Table 1.)

Certain demographic groups were more likely than their counterparts to report use or ownership of travel books or atlases—35–49 year olds, the college educated, those with annual household incomes of $30,000 or more, employed women and Midwesterners. Furthermore, compared to their counterparts, larger proportions of men, those age 25–49, and Westerners claimed to possess an atlas.

Perhaps because of their broader, more comprehensive focus, atlases tended to cost more than travel books. Respondents reported paying an average of $14.10 for their last atlas, compared to $10.60 for their last travel book.

As is also true for books in general, the most common source for atlases is the bookstore—28% mentioned getting their last atlas at a bookstore, but no more than one in 10 reported any other source. The only remaining outlets reported by at least one in 20 were supermarkets (7%), gas stations (6%), magazine orders (6%), and auto clubs (5%). Another seven percent received their last atlas as a gift, but smaller proportions patronized a drug store (2%), department store (3%), or mail-order house (4%) (Table 2).

The pattern for travel books was somewhat different. The largest proportion of travel book users, about one in four (24%), got the book from an auto club. One in six (17%) went to a bookstore, but no more than one in 10 cited any other source—gas station (9%), travel service/agent (9%), received as a gift (9%), or department store (2%).

And where did travel book users go on vacation? Domestic destinations (75%) were more popular than foreign ports (23%) by a margin of three to one. The southeast region of the U.S. (22%) was the vacation spot for which travel books were most commonly used, with Florida (11%) being the most researched destination within the region (Table 3). □

TABLE 1

	Own an Atlas %	Used a Travel Book %
All Adults	68	32
Sex		
Male	73	31
Female	62	32
Age		
18-24 years	60	28
25-34 years	73	28
35-49 years	79	42
50 and older	57	28
Education		
College	81	40
High School graduate	63	30
Non-High School graduate	45	14
Annual Household Income		
$30,000 and over	80	44
$20,000-$29,999	73	20
Under $20,000	51	24
Women's Employment Status		
Employed	69	36
Not employed	54	26
Region		
East	66	27
Midwest	70	41
South	62	29
West	74	30

TABLE 2

Where did you buy your last atlas?

Where did you buy the travel book you used on your last trip away from home?

Where Purchased Last Atlas	%
Bookstore	28
Supermarket/Grocery store	7
Received as a gift	7
Gas station	6
Magazine order	6
Auto club	5
Mail	4
Department store	3
Drug store	2
Other	10
Where Purchased Last Travel Book	**%**
Auto club	24
Bookstore	17
Gas station	9
Travel service/agent	9
Received as a gift	9
Department store	2
Other	18

TABLE 3

Where did you go on your last vacation or trip away from home?

Those Who Used Travel Book	%
US (Net)	75
New England	2
Middle Atlantic states	13
East Central states	9
West Central states	4
Southeast states	22
Southwest states	3
Rocky Mountain states	8
Pacific states	15
Foreign Country (Net)	23
Canada	5
Mexico	2
Bahamas	1
Other location	15

NOTE: Results based on 504 telephone interviews among a nationally representative sample of adults, age 18 and older, from November 28 to December 4, 1988. □

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1989

SPRING ANNOUNCEMENTS

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Publishers Weekly

A CAHNERS R. R. BOWKER PUBLICATION • *THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING* • JANUARY 27, 1989 $6.95

NEW
BOOKS
for a
NEW
YEAR

WHAT PUBLISHERS ARE OFFERING FOR SPRING

These issues of PW are still open for business, but closing soon.

March 3: Spring Religious Books

PW's semiannual special on religious publishing will cover: the work of publicists in religious publishing houses; the approach of Paulist Press; a new company that puts Christian books on audiocassettes — *plus* extensive listings of forthcoming religious books for both adults and children — strong, sales-building editorial backup for *your* new religious titles.

From Book Design & Manufacturing: *Mechanical Bindings* — what's new in the bindery as increasing mechanization advances into this critical area of book production.

March 3 Closing Dates: **February 3** for reservations and pub-set ads;
February 10 for camera-ready art and negatives.

The Publishing Marketplace appears in this issue.

March 10: Annual Summary & Statistics

One of the best read and longest-kept issues of the year, presenting figures on book production and prices for the previous year in many categories; the year's top hardcover sellers (with numbers of copies sold); biggest paperback sellers; *and* "The Red and the Black," reporting on books with high hopes that disappeared without a trace, and (where publishers will tell us) what went wrong. *Every* advertiser will get exceptional longevity and repeat exposure in this issue!

March 10 Closing Dates: **February 10** for reservations and pub-set ads;
February 17 for camera-ready art and negatives.

March 17: Calendars for 1990

In plenty of time for bookstore orders, here's the biggest listing of new calendars, their subjects, prices, and publishers, to appear anywhere. Be sure to showcase *your* 1990 calendar line in this issue!

From Book Design & Manufacturing: *Typesetting* — the newest developments, including electronic typesetting equipment. (If this is *your* benefit story for publishers, this issue is the place to promote it!)

March 17 Closing Dates: **February 17** for reservations and pub-set ads;
February 24 for camera-ready art and negatives.

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Publishers Weekly

VOLUME 235 NUMBER 4
ISSN 0000-0019

THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING

JANUARY 27, 1989

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Muslim Extremists Harass Viking over Rushdie Novel

Three telephoned bomb threats and thousands of form letters have been received by Viking Penguin from Muslim extremists protesting the publication of Salman Rushdie's *The Satanic Verses*, which they regard as blasphemous.

The anonymous telephoned threats came from a man with a Middle Eastern accent who identified himself as being associated with the Nation of Islam. Both the New York City police and the FBI are actively investigating the calls and the letter campaign.

Rushdie's novel has been banned in India, Pakistan, South Africa, Egypt and other countries with large Muslim populations. It is the object of organized protest action in Britain [see story below].

The 50,000 first printing of the novel is now being shipped to retailers for the February 22 publication date.

A senior official of the Penguin Group said, "While we recognize the democratic right of people to peacefully represent their viewpoints, we've been dismayed as the publisher of this work of art, that we've been subjected implicitly and explicitly to threats to our staff and the security of our premises. The Islamic interests have some responsibility to respect the American traditions of freedom of the press and freedom of speech and to recognize that the publication of this novel is protected by law."

Protest in U.K.

Muslim demonstrations over a period of several months protesting Salman Rushdie's *The Satanic Verses* (Viking) culminated in the ritual burning of copies of the prize-winning title in Bradford, West Yorkshire, which has an extensive Muslim population. A 1000-strong rally in the city January 14 claimed the book was blasphemous.

Just before this event, the W. H. Smith retail chain decided, on police advice, to withdraw the title from display at its two Bradford branches, in order to help calm the situation. The books are still available to customers on request.

Although W. H. Smith has been widely criticized for its action, a number of other retailers, particularly in Northwestern England, have already withdrawn the book from their shelves as Muslim hostility has mounted and staff and premises may be endangered.

A march of 4000 people is planned to take place in London January 28. Although the police will not permit the marchers to enter the narrow street in which the Penguin Group offices are housed, four demonstrators will be allowed to present a petition to Viking editorial director Tony Lacy.

The book was the winner of the Whitbread Award for fiction in November. It is the favorite for the overall Whitbread Book of the Year award, due to be presented at a dinner January 24.

—Vivienne Menkes

AAP Sales Report for November

Category	% change, November	% change, YTD
Adult hardcover	-42.8	1.8
Adult paperback	18.7	20.2
Juvenile hardcover	22.3	14.9
Juvenile paperback	39.0	35.2
Univ. Pr. hardcover	32.6	13.8
Univ. Pr. paperback	30.6	21.9
Bibles, etc.	36.0	8.6
Mass market paperback	-14.6	13.4
Book club	5.3	0.3
Mail order	6.3	4.9
Sci-tech	17.2	9.6
College texts	27.1	10.8
School texts	15.9	5.3

Simon & Schuster Buys 1500 U.K. Children's Titles from Maxwell

Simon & Schuster, through its parent Gulf + Western, has acquired approximately 1500 United Kingdom children's titles from Maxwell Communication Corporation. Terms were not disclosed.

The list includes reference, classroom and fiction titles for children and young adults published under four imprints: Macdonald Children's Books, Macdonald Educational, Beehive and Purnell. The titles will become part of Simon & Schuster's International Group and will continue to be published under the existing imprints.

"This acquisition not only brings us one of the premier children's lists in the U.K., but it also expands the scope of our international operations, which include higher education and professional publishing," said Henry Hirschberg, president of the International Group.

Time-Life Books (Europe) to Acquire Children's Book Club

Time-Life Books (Europe) has agreed to purchase Books for Children, the British hardcover children's book club, from Independent Television Publications (U.K.). Financial terms were not disclosed.

Time-Life also announced that, following its successful debut in the United States and Germany, it will now launch a new children's series, A Child's First Library of Learning, in England early in 1989.

Joe Ward, president and chief executive officer of Time-Life (Europe), said, "Obtaining Books for Children is a natural fit for our own plans to grow in the children's market."

Books for Children was founded 10 years ago for ages preschool to early teens. The club is known for introducing new authors and illustrators and sponsors the annual Mother Goose Award for the most exciting newcomer to British children's illustrations. Some of its authors include Roald Dahl, Shirley Hughes and Janet and Allan Ahlberg.

OBITUARY NOTES

Nat Zecher, formerly a vice-president at Atheneum, died January 12 in Tucson, Ariz., after a long illness. He was 71.

Zecher was sales manager at Knopf from 1935 to 1942. After completing military service in WW II, he returned to Knopf in 1945, and worked there until 1959, when he left to join Atheneum Publishers founded by Alfred A. Knopf Jr., Simon Michael Bessie and Hiram Haydn.

Zecher was vice-president of sales at Atheneum until his retirement in 1983. He was also president of the Association of Book Travelers from 1961 to 1963.

THE GALLUP SURVEY

BY LEONARD WOOD

Are Books Holding Their Own?

Cable TV, videotapes, video games—with the abundance of video entertainment now available, educators, parents and publishers have been concerned about the effect on Americans' reading habits. To investigate, the Gallup Organization asked a nationally representative sample of adults which of a list of entertainment activities they had pursued the previous day.

Nine in 10 Americans (91%) reported watching TV the day before, but a nearly identical proportion (89%) read at least something. Newspapers were the most popular print format, read by more than three in four adults (78%). A slight majority (52%) read a magazine, but fewer than four in 10 (37%) read a book (Table 1).

A comparison of these results to those achieved in 1962, when the question was first asked, shows that the incidence of television watching has increased substantially (+14 percentage points), and a decrease has been observed in newspaper reading (−7 percentage points). Other types of reading, however, have grown more popular. The incidence of book reading grew 16 percentage points over those 26 years.

Respondents were also asked when they had last read an entire book. Half of adults (50%) had read a book from cover to cover sometime in the past month, and the largest segment of this proportion (28%) had done so within the past week. Remarkably, 4% of adults, or roughly seven million people, have never read a book from beginning to end (Table 3).

When adults who had read an entire book within the past year were asked to estimate the number they had read, the average was 17—more than one a month. Three in 10 people (31%) had read 1–4 books in the last 12 months, and an almost identical proportion (29%) had read 5–10 books. The largest group, however, had read 11 or more books (37%) within the year.

Women, the college educated, Midwesterners, Westerners and heavy book buyers seem to be the greatest readers. (Table 2). ☐

TABLE 1

	All Adults		
Yesterday	1962 %	1988 %	chg. in pts %
Watch TV	77	91	+14
Read (NET)	na	89	–
Read a newspaper	85	78	-7
Read a magazine	42	52	+10
Read a book	21	37	+16
Listen to the radio	60	79	+19
Go to a movie	2	3	+1

TABLE 2

	Read a Book Yesterday %	Completely Read a Book Within the Past Month %	Average # of Books Read in the Past Year %
All Adults	37	50	17
Sex			
Male	34	45	15
Female	40	54	20
Age			
18–24 years	40	59	18
25–34 years	36	50	16
35–49 years	42	58	19
50 and older	32	41	17
Education			
College	54	64	18
High school graduate	26	44	17
Non-high school graduate	22	33	15
Annual Household Income			
$30,000 and over	45	57	18
$20,000–$29,999	37	49	15
$10,000–$19,999	31	50	18
Under $10,000	21	37	19
Women's Employment Status			
Employed	43	58	20
Not employed	34	50	20
Region			
East	36	49	14
Midwest	39	52	19
South	33	48	17
West	42	52	20
# Books Purchased in Past 3 months			
1–2	34	47	8
3–4	44	71	14
5 or more	63	82	32

TABLE 3

When, as nearly as you can recall, did you last read any kind of book all the way through—either a hardcover book or a paperback book?

	All Adults %	
Within the past week	28	
2–3 weeks ago	11	50
One month ago	11	
2–3 months ago	9	
4–5 months ago	3	25
6 months ago	6	
7 months – 1 year ago	7	
2–5 years ago	9	16
More than 5 years ago	7	
Never	4	

NOTE: Results are based on 1005 telephone interviews among a nationally representative sample of adults between October 24 and November 21, 1988.

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Sports by the Book: A Look at Recreational How-Tos

Black Writers in the Marketplace • Zapping the Inventory: A New Approach

What Hard-Soft Deals Should Mean for Authors

Publishers Weekly

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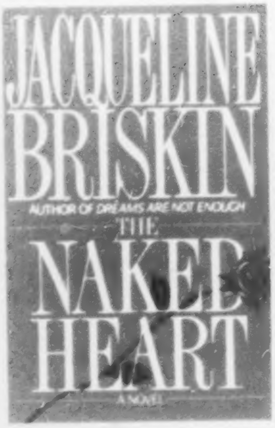

THE NAKED HEART

Jacqueline Briskin

The bestselling author of *Dreams Are Not Enough, Too Much, Too Soon,* and *Everything and More* returns with her most affecting novel yet, a story of love that bridges continents and revenge that spans decades.

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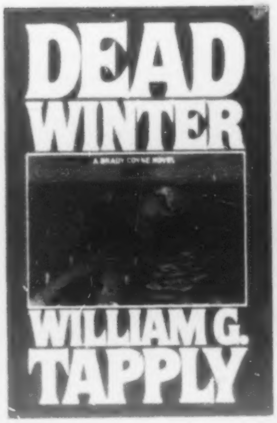

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The Boston-based detective, who critics say is the best in the business, investigates a marina murder that revolves around dark family secrets.

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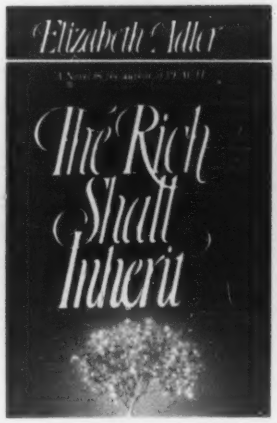

THE RICH SHALL INHERIT

Elizabeth Adler

Long-held past secrets and the present-day search for an heiress to a huge fortune are the center of Elizabeth Adler's latest novel.

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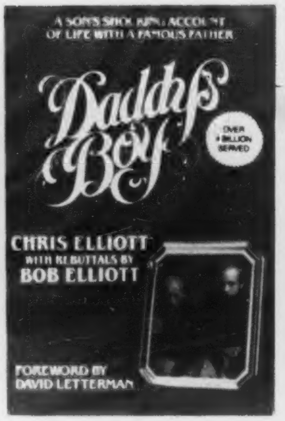

DADDY'S BOY

A Son's Shocking Account of Life with a Famous Father

Chris Elliott with Rebuttals by Bob Elliott

Foreword by David Letterman

Chris Elliott, a regular performer on *Late Night with David Letterman*, tries to take a few cheap shots at his father, but Bob Elliott, of the beloved Bob and Ray comedy team, fights back. The result is a hilarious parody of such bestsellers as *Mommie Dearest.* Illustrated with photographs.

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Publishers Weekly

VOLUME 235 NUMBER 7
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Frankfurt Fair Officials Plan Compromise on U.S. Location

Two Frankfurt Book Fair officials returned home February 4 after a series of meetings with top American publishing people and the Association of American Publishers, and said they planned some changes in their scheme to move American participants into a building of their own (News of the Week, Jan. 20).

Fair director Peter Weidhaas and promotion and public relations director Helmut von der Lahr spent several days in discussions in New York and found, said von der Lahr, some "preoccupations and concerns" among Americans about the idea of moving them en masse into Hall 3 from their previous home in Hall 4. "They were not overly happy with it," von der Lahr said. He said the general feeling was that the Americans did not want to be separated from European publishers—"especially with the 1992 issue"—or from the British, with whom they do a great deal of business in the course of the fair.

A compromise plan, which involves moving some Americans, along with some other English-language publishers, into Hall 3, and coordinating a large number of American and British publishers into one of the floors in Hall 4, will now be put to the Frankfurt Fair board at its meeting February 22. "The strength of the English-language publishing marketplace and its relationship to European publishing will be the focus of the changes," von der Lahr said.

But he and Weidhaas insisted that changes involving increased American use of Hall 3 were necessary so that there was room for expansion by the Americans, a number of whom had to be turned away last year for lack of space. The Hall 3 location will also put its occupants much closer to a new Fair entrance, and they will be screened from non-business visitors, a source of complaint in the past.

Hachette Abandons Book Club Venture in France

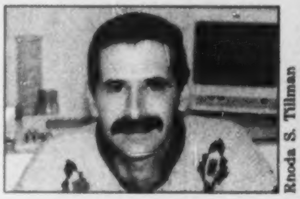
An attempt by France's number-one communications group, Hachette, to stake a claim on the book club market dominated by the world's biggest book club, France Loisirs (a Bertelsmann-Groupe de la Cité partnership), has failed, and Hachette's publisher has made a public admission of the fact.

The Hachette counterattack had taken the form not of a mail-order catalogue (the Bertelsmann way) but of cut-price books under the logo Succès du Livre, sold in racks in cooperating book stores. Like France Loisirs selections, they were hardbound, in a country which usually does new trade releases in flexible covers.

Launched in 1987 with billboard advertising, Succès seemed to get off to a good start, but sales didn't meet expectations. Publishers outside the Hachette group were reluctant to license rights to the Hachette scheme because of rival Bertelsmann's greater potential. The Succès logo has now been sold to Profrance, a Lyon company specializing in remainder outlets, and apparently will continue to buy licenses.

Meanwhile, Hachette publisher Jean-Claude Lattès announced a doubling of book division turnover (to some seven billion francs—$1.15 billion) with gratifying profits, thanks in large part to the acquisitions of Grolier and Spain's Salvat. —H.R.L.

Goerner Is Atheneum Publisher



Rhoda S. Tillman

Lee Goerner, a longtime editor at Knopf, has been named publisher of Atheneum. Associated with Knopf since 1973 and the winner of the Tony Godwin award in 1979, Goerner replaces Thomas A. Stewart, who left Atheneum late last year.

Books edited by Goerner include *Love in the Time of Cholera* by Gabriel García Márquez, *Dispatches* by Michael Herr, *The Beautiful Room Is Empty* by Edmund White, *House of Spirits* and *Eva Luna* by Isabel Allende and *The Names*, *Running Dog* and *Players* by Don DeLillo.

Of the appointment, Barry Lippman, president and publisher of the Macmillan Adult Trade Group, of which Atheneum is a part, said: "Since its founding almost 30 years ago, Atheneum has earned the reputation for publishing many of the finest authors of our time, including Reynolds Price, Ivan Doig, Edward Albee, James Merrill and Theodore H. White, to name only a few. Lee Goerner's stature among authors and agents will ensure the continuation of Atheneum's distinguished literary tradition."

First Novelist Wins Whitbread

Judges of the Whitbread Book of the Year award surprised the industry and confounded Britain's bookmakers by choosing a first novel instead of Salman Rushdie's *The Satanic Verses* (Viking).

Winner of the £21,500 prize was *The Comforts of Madness* (Constable) by 33-year-old Paul Sayer, who has been working as a nurse in a psychiatric hospital, the milieu of his bleak tale that has been compared to *Metamorphosis*.

Before the announcement, Norton and Delacorte had shown interest in acquiring U.S. rights; now another half-dozen U.S. publishers and a large number of publishers around the world are competing for it, since the prestige of the Whitbread award is considerable. The Book of the Year winner is chosen from the five category award winners, one of which was the Rushdie novel, that were announced last November. —VIVIENNE MENKES

AAP Sales Report for December

Category	% change, December	% change, YTD
Adult hardcover	-8.7	1.8
Adult paperback	-2.5	18.2
Juvenile hardcover	8.3	18.6
Juvenile paperback	-1.0	20.5
Univ. Pr. hardcover	10.5	15.9
Univ. Pr. paperback	12.8	20.9
Bibles, etc.	39.5	3.4
Mass market paperback	17.5	10.0
Book club	-3.2	0.0
Mail order	9.4	10.5
Sci-tech	-2.5	9.0
College texts	12.8	11.1
School texts	-2.1	5.0

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Annual Summary of 1988: Statistics, Sales, Bestsellers
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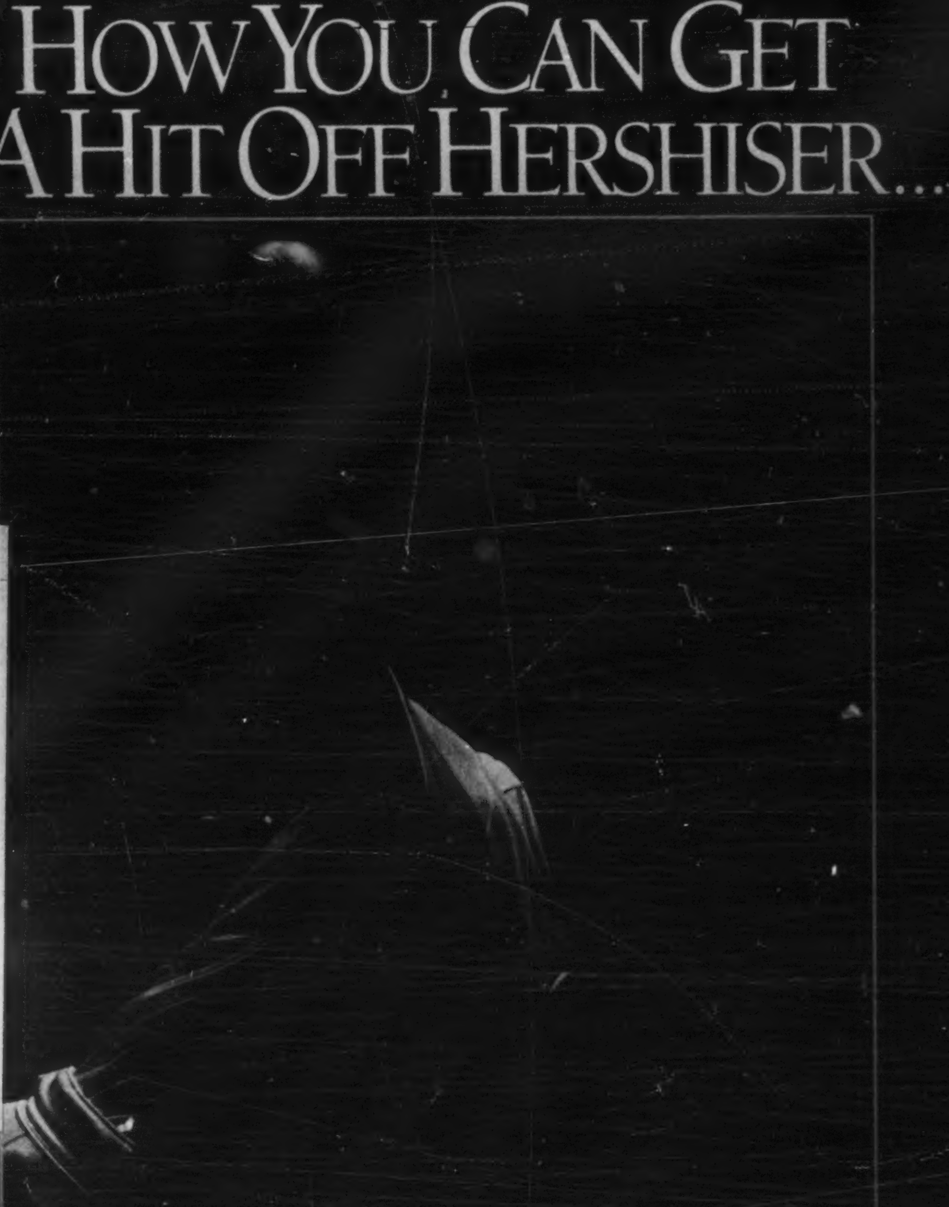
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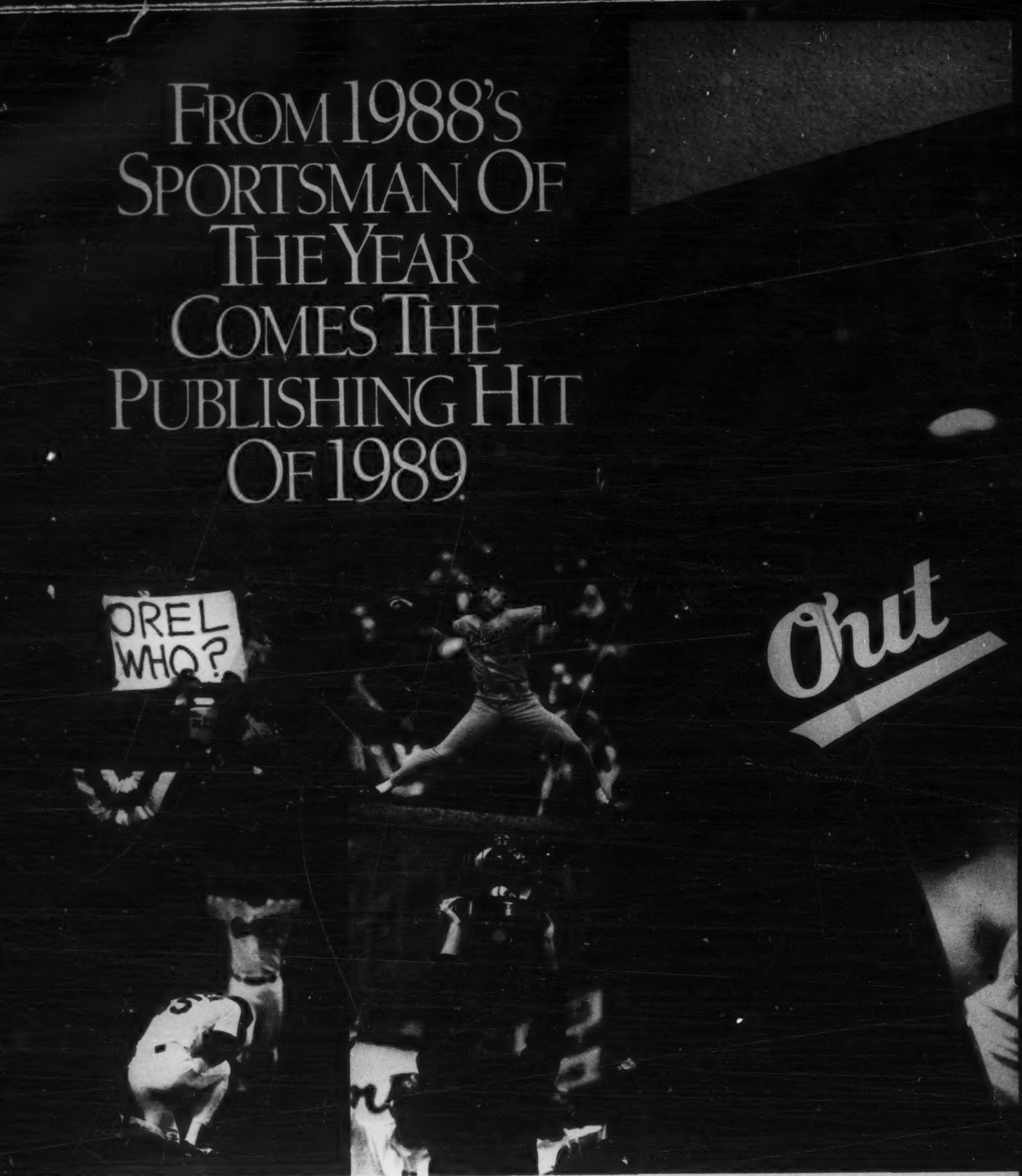

FROM 1988'S SPORTSMAN OF THE YEAR COMES THE PUBLISHING HIT OF 1989.
OREL WHO?
Out

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Publishers Weekly

VOLUME 236 NUMBER 9
ISSN 0000-0019

THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING

MARCH 10, 1989

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1988's Hardcover Bestsellers

Despite some million-copy performers, unit sales are down a bit; veteran novelists and celebrity authors prove to be the crowd pleasers

BY DAISY MARYLES

No new significant sales records were set by the 1988 crop of hardcover bestsellers, although just maintaining some of those established in previous years is a cause for celebration. The news for 1987 was in the sheer breadth of titles with sales of more than 100,000 copies, and the same can be said for 1988. In fiction, 51 books had sales claims of over 100,000, just one notch down from last year's record of 52. In nonfiction, 76 made it to the six-figure count, easing out the record 72 set in 1987.

In 1988, three books went over the million-copy mark compared with four last year and five in each of the two years prior. Sales were also down for books selling over the 500,000 figure—in 1988, 12 topsellers made this claim, compared with 17 in 1987. Also, sales for the top 30 nonfiction titles have fallen off. In 1987 the top dozen were over the 400,000 mark and the top 30 enjoyed sales of over 200,000 copies. This year, only seven books sold over 400,000 and 25 went over 200,000.

Fiction, however, enjoyed a surge of sorts, though not at the higher counts. In the top 15 rankings, 1987 figures for novels matched or surpassed the numbers set in 1988—three over the one-million mark in both years; 10 over 500,000 in 1987, compared with six in 1988. But novels with reported sales over 200,000 copies stood at 25 in 1988, compared with 18 in 1987. And 39 novels sold over 150,000 copies in 1988, compared with 23 in 1987.

The books and subjects that comprise these topsellers haven't changed. In fiction, nearly all the authors among the top 15 have held top rankings in previous years. "Newcomers" included Wilhelm Grimm and Maurice Sendak, author and illustrator, respectively, of *Dear Mili*. The only new novelist among the fiction books selling over 100,000 was actress Joan Collins, hardly an unknown writer.

In fact, several thespians enjoyed long runs on our weekly nonfiction list, resulting in high rankings among the coveted end-of-the-year slots. They included George Burns, Elizabeth Taylor, Michael Jackson, Kirk Douglas and Shirley Temple Black. The nonfiction topsellers were also dominated by celebrities from the business and political fields as well as by familiar nonfiction bestselling authors. The surprise title in the nonfiction group was *A Brief History of Time: From the Big Bang to Black Holes* by Stephen W. Hawking, a prominent and highly regarded theoretical physicist whose academic and professional achievements are even more spectacular considering his 20-year affliction with Lou Gehrig's Disease.

"Shipped and Billed" Figures

The books on *PW*'s annual bestseller lists, including all the runners-up, are based on sales figures supplied by publishers for new books published in 1987 and 1988. These figures, according to the publishers, reflect only 1988 U.S. *trade* sales—that is, sales to bookstores, wholesalers and libraries. Publishers were carefully instructed not to include book club, overseas and direct-mail sales transactions in their sales figures. Some books appear in the listings without sales figures; these were submitted to *PW* in confidence, for use only in placing the titles in their correct positions on a specific list.

"Sales" as used on these lists refers to books shipped and billed in calendar year 1988. Publishers were asked to take into account returns made through February 1, 1989. In many cases, the 1988 sales figures include books still on bookstore and wholesalers shelves, books on the way back to the publishers' warehouses and/or books already stacking up on returns piles but not yet calculated.

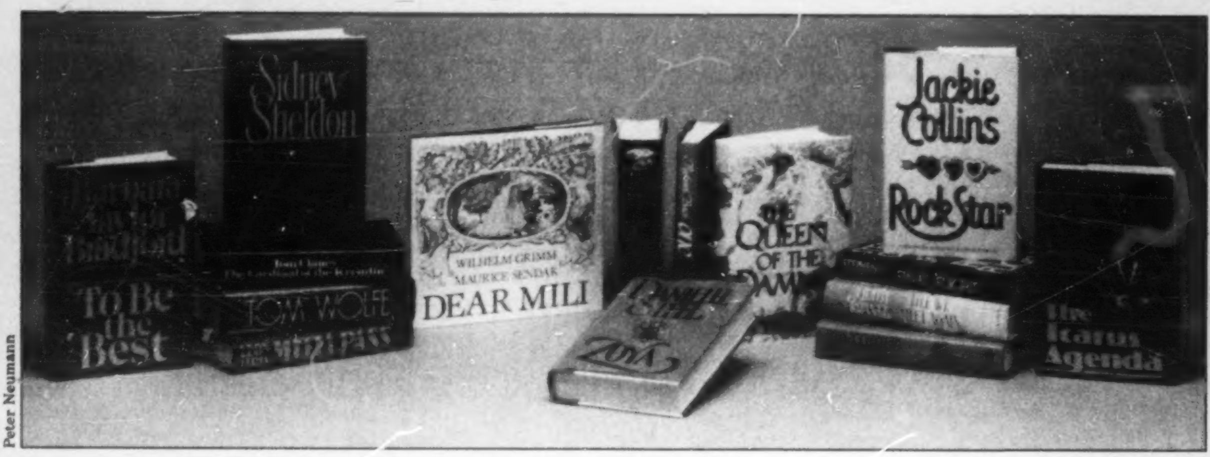
All the top 15 fiction bestsellers of the year were highly visible on weekly charts. The same is true for 14 of the 15 runners-up, the exception being Alex Haley's *A Different Kind of Christmas*. Three titles among the top 15 1988 nonficton bestsellers and two runners-up have yet to make it onto a weekly *PW* bestseller chart. They included two Weight Watchers titles, *The Sackett Companion*, *Life in Camelot* and *Nightmares in the Sky*.

The Fiction Bestsellers

Thanks to Stephen King's decision not to publish any new hardcover fiction titles in 1988, Tom Clancy was finally able to capture the lead spot with *The Cardinal of the Kremlin*. In 1987 and 1986, Clancy came in second after King despite sales over the one million mark. His impressive sales of 1,277,000 for *The Cardinal* was his best sales performance yet.

The other two-million-copy perfor-

1988: The Year in Summary



Peter Neumann

mances were by seasoned veterans whose books regularly make it to the top slots of these end-of-year lists. For Sidney Sheldon, his ninth bestseller, *The Sands of Time*, is also his most successful hardcover; Sheldon had never before experienced first-year sales of one million. Last year, *Windmills of the Gods* made it to #6 with reported sales of more than 700,000. Danielle Steel heads up the list of bestselling female authors both in output and sales. *Zoya*, her 23rd novel, is her second to go over the one million mark. According to the *1989 Guinness Book of World Records*, Steel holds the record for consecutive weeks on a national bestseller list, hardcover or paperback—381, beginning December 1981 through July 1988.

Seasoned novelists with well-worn tracks on bestseller charts also abound in the other top slots. Robert Ludlum's books continue to gain in sales and his 14th, *The Icarus Agenda*, is also his most successful, with sales of 827,849, enough for the #4 spot. Back in 1979, Ludlum's *The Matarese Circle* enjoyed the top fiction slot with sales of only 250,000 copies. For James A. Michener, his sales of 795,429 for *Alaska* and his #5 ranking could be considered low numbers. Excluding last year's 175-page celebration of the 200th anniversary of the U.S. Constitution, his major historical opuses usually place in the first and second spots and have gone over the seven-figure mark (*Texas* was #2 in 1985 with sales of 1,373,933).

While Judith Krantz's fifth novel, *Till We Meet Again*, missed a chance atop a weekly bestseller chart because of an ill-timed shipment of books, the book proved to be a crowd pleaser nonetheless. Sales of 506,697, enough for the #6 spot of the year, compared favorably to her previous successes and made it her bestselling hardcover to date.

Leon Uris returned to the turbulent Middle East with his latest opus, *Mitla Pass*, #10 with sales of 343,921. This time it's the Suez Crisis in 1956. This is Uris's 10th novel in over 30 years, beginning with *Battle Cry* in 1953 (#4 that year) and more recently *The Haj* in 1984 (#12 that year with sales of 250,000).

A veteran of both the fiction and nonfiction end-of-year lists, Richard Bach returned with another allegoric fantasy novel, *One*, at the #9 position. His last appearance was in 1984 on a nonfiction list at #14 with *The Bridge Across Forever*. Bach led the end-of-year list two years running, in 1972 and 1973, with *Jonathan Livingston Seagull*.

Jackie Collins made it to the #13 slot for *Rock Star* with sales of 308,000; more recently, *Hollywood Husbands* sold 517,000 copies in 1986, enough for the #5 position. Her first appearance on an annual list was in 1983 with *Hollywood Wives* (#9 with sales of 226,505). Barbara Taylor Bradford's *To Be the Best*, #8 with sales of 358,913, is the third book in her Hart Family Trilogy, which began with her first novel, *A Woman of Substance*, in 1975, followed by *Hold the Dream* in 1985. A novel outside the trilogy, *Act of Will*, was #14 in 1986 with sales of 205,000. Making a first appearance on the end-of-the-year list is Anne Rice with her third and most successful tale in The Vampire Chronicles, *The Queen of the Damned*, #7 with sales of 398,773. Blood drinkers proved stronger than missile mongers, at least on these bestseller charts, as Rice's book knocked Clancy off the top of *PW*'s weekly bestseller list.

In 1987, Farrar, Straus & Giroux had two first novels among the top 15 in fiction, a remarkable feat on these annual lists. In 1988, one of the novels, *The Bonfires of the Vanities*, made a reappearance at the #11 position with sales of 335,493; total sales for the hardcover are over 700,000 copies. The Tom Wolfe novel also enjoyed the longest run in 1988 on the weekly fiction hardcover lists—48 consecutive weeks during 1988. FSG's second entry in the top 15 is one of those books for children of all ages—a recently discovered Grimm tale, illustrated by Maurice Sendak. Sales of 275,990 earned it the #14 spot.

The other two slots on the list are taken up by authors new to the top 15 but who have been runners-up in previous years. Stephen Coonts, another popular author in the techno-thriller genre, scored a hit with his second novel, *Final Flight*; sales of 328,068 gave it the #12 position. In 1986, his first book, *The Flight of the Intruder*, was #22 with sales of more than 158,800. Dick Francis made it in 1988 with his 26th thriller, *Hot Money*, #15 with sales of 256,300. In 1987 *Bolt* landed at #20 with sales of 179,000.

The Fiction Runners-Up

The second tier of the year's bestsellers is also dominated by well-known authors with considerable time spent on bestseller charts both in 1988 and years hence. Gabriel García Márquez, the acclaimed Lat-

PW's 1988 Bestsellers Fiction

1 **The Cardinal of the Kremlin** by Tom Clancy. Putnam (7/26/88); 1,277,000

*2 **The Sands of Time** by Sidney Sheldon. Morrow (11/10/88)

3 **Zoya** by Danielle Steel. Delacorte Press (6/3/88); 1,025,000

4 **The Icarus Agenda** by Robert Ludlum. Random House (3/15/88); 827,849

5 **Alaska** by James A. Michener. Random House (6/27/88); 795,429

6 **Till We Meet Again** by Judith Krantz. Crown (9/15/88); 506,697

7 **The Queen of the Damned** by Anne Rice. Knopf (10/31/88); 398,773

8 **To Be the Best** by Barbara Taylor Bradford. Doubleday (7/4/88); 358,913

*9 **One: A Novel** by Richard Bach. Morrow/Silver Arrow Books (10/14/88)

10 **Mitla Pass** by Leon Uris. Doubleday (11/11/88); 343,921

11 **The Bonfire of the Vanities** by Tom Wolfe. Farrar, Straus & Giroux (11/9/87); 335,493

12 **Final Flight** by Stephen Coonts. Doubleday (01/7/88); 328,068

13 **Rock Star** by Jackie Collins. Simon & Schuster (4/18/88): 308,000

14 **Dear Mili** by Wilhelm Grimm with illustrations by Maurice Sendak. Farrar, Straus & Giroux/Michael di Capua Books (10/24/88); 275,990

15 **Hot Money** by Dick Francis. Putnam (3/4/88); 256,300

NOTE: Rankings are determined by sales figures provided by publishers; the numbers generally reflect reports of copies "shipped and billed" in calendar year 1988 and should not be regarded as net sales figures, since publishers do not yet know what their final returns will be.

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in-American writer, had a 34-week run on *PW*'s weekly charts. Rosamunde Pilcher had a 33-week run on *PW*'s weekly charts with her 12th and most successful novel. *Timothy's Game* is Lawrence Sanders's 11th book; each of his previous titles have been either among the top 15 or one of the runners-up.

16. *Lightning* by Dean R. Koontz (Putnam, 1/88; *251,100*)

17. *Love in The Time of Cholera* by Gabriel García Márquez (Knopf, 4/88; *248,041*)

18. *Anything for Billy* by Larry McMurtry (Simon & Schuster, 10/88; *248,000*)

19. *Doctors* by Erich Segal (Bantam Books, 8/88; *246,000*)

20. *Breathing Lessons* by Anne Tyler (Knopf, 9/88; *234,284*)

21. *Treasure* by Clive Cussler (Simon & Schuster, 4/88; *229,000*)

22. *Prime Time* by Joan Collins (Simon & Schuster, 10/88; *225,000*

23. *Koko* by Peter Straub (Dutton, 9/88; *222,246*

24. *Timothy's Game* by Lawrence Sanders (Putnam, 7/88; *202,100*)

25. *A Different Kind of Christmas* by Alex Haley (Doubleday, 12/88; *201,115*)

26. *Tapestry* by Belva Plain (Delacorte, 5/88; *190,000*)

27. *The Shell Seekers* by Rosamunde Pilcher (St. Martin's/A Thomas Dunne Book, 1/88; *182,445*)

28. *Shining Through* by Susan Isaacs (Harper & Row, 8/88; *181,148*)

29. *Dragonsdawn* by Anne McCaffrey (Del Rey Hardcover, 11/88; *181,000*

30. *People Like Us* by Dominick Dunne (Crown 6/88; *180,824*)

Four of the titles with reported sales of more than 100,000 failed to make even a single appearance on *PW*'s weekly charts, including *Faerie Tale, Blossom Comes Home, Killing Time in St. Cloud* and *Fast Copy.*

There were nine titles with sales of over 150,000 for 1988. They are: *Inheritance* by Judith Michael (Poseidon Press); *The Last Princess* by Cynthia Freeman (Putnam); *The Silence of the Lambs* by Thomas Harris (St. Martin's); *Crimson Joy* by Robert B. Parker (Delacorte); *Spock's World* by Diane Duane (Pocket Books); *Prelude to Foundation* by Isaac Asimov (Doubleday); *Demon Lord of Karanda* by David Eddings (Del Rey); *The Tommyknockers* by Stephen King (Putnam); and *Mortal Fear* by Robin Cook (Putnam).

Three novels reported sales of more than 120,000: *King of the Murgos* by David Eddings (Del Rey); *Sword Point* by Harold Coyle (Simon & Schuster); and *Spy Hook* by Len Deighton (Knopf).

Nine more 1988 novels reported sales of 100,000 plus: *Faerie Tale* by Raymond Feist (Doubleday); *The Tenants of Time* by Thomas Flanagan (Dutton/A William Abrahams Book); *Blossom Comes Home* by James Herriot (St. Martin's); *The Aviators* by W.E.B. Griffin (Putnam); *Scorpius* by John Gardner (Putnam); *Killing Time in St. Cloud* by Judith Guest and Rebecca Hill (Delacorte); *A Thief of Time* by Tony Hillerman (Harper & Row); *Fast Copy* by Dan Jenkins (Simon & Schuster); and *Tracks* by Louise Erdrich (Henry Holt).

Nonfiction Leaders

The extraordinary sales of the #1 nonfiction bestseller of the year, *The 8-Week Cholesterol Cure*, were such that Harper & Row cancelled plans to publish a trade paperback edition and instead will publish a revised and expanded hardcover edition in August. The book's jacket includes the right blend of endorsements—from readers and the medical establishment—and promises to lower your blood cholesterol by up to 40%. The book has been on *PW*'s weekly charts 79 times and continues strong.

The sleeper of the year is *A Brief History of Time*, #3 with sales of 729,000 copies, an impressive feat for a book that was published April 1 with a first printing of 50,000. While the publisher claims to have anticipated that the book would become an important bestseller, they never expected it to be the phenomenon that it has. Reviews and stories about the book and its remarkable author—a Cambridge physicist confined to a wheelchair and able to communicate only with the assistance of a computerized voice synthesizer—has filled an entire file cabinet drawer at Bantam, according to the publisher.

The battle for the bestselling 1988 business book seems to have been won by Lee Iacocca, who took the #2 spot for his *Talking Straight* with sales of 747,000. Excellent numbers, except when compared to his first book, *Iacocca: An Autobiography,* which claimed the #1 spot in 1984 and 1985 with sales well over one million copies for each of those years. Coming in second was Donald Trump, at the #4 spot with sales of 610,812. But if you add the 1987 sales of Trump's book—about 240,000 copies—the real-estate mogul's first book did better than the supreme car salesman's second.

1988: The Year in Summary

Business also figured in two other topsellers, *Swim with the Sharks Without Being Eaten Alive*, #7, and Donald T. Regan's *For the Record*, #12. Morrow successfully sold the first despite a money back guarantee to anyone who didn't agree that the book delivers what it promises—"how to outsell, outmanage, outmotivate and outnegotiate your competition." While Regan, the former White House chief of staff, included details about the Iran-*contra* scandal and the inner workings of the Reagan White House in *For the Record*, the single fact that propelled the book onto the bestseller lists was the revelation of Nancy Reagan's consultations with an astrologer regarding her husband's presidential activities.

George Burns's loving reminiscences of his wife Gracie was his most successful book, with sales of 582,800, enough for the #5 slot. Actress Elizabeth Taylor's successful—at least for a while—battle with the bulge was frank and credible, making it one of the bestselling books of the year, #6 with sales of 512,750, and one of the most successful celebrity diet books in the last decade. Michael Jackson shared some of his personal thoughts and family photographs and 341,748 fans bought the book, enough to garner it the #10 spot—nice, but not where he lands on the music charts.

While traditional bookstores certainly accounted for some of the 350,000 copies sold of *Christmas in America*, sales at K mart outlets around the country were particularly brisk. The world's second largest retailer mounted a special promotional program for its 2000 stores centered on the book. Last year, Collins had two books among the top 15—*A Day in the Life of America* with sales of 570,000 copies and *A Day in the Life of the Soviet Union* with 420,000 copies sold.

An ordained minister, Robert Fulghum, was as surprised as his publishers by the success of his first book, *All I Really Need to Know I Learned in Kindergarten*. In 1988, the book sold 334,960, enough for the #11 spot. A familiar figure on these end-of-year lists is Leo Buscaglia. He rounds out the top 15 with a 1987 book, *Seven Stories of Christmas Love*, that sold over 240,000 in 1988. In 1987, approximately the same rate of sales gave it a #20 ranking.

Two recent Weight Watchers cookbooks placed at #9 and #14. While neither book has made it to *PW*'s weekly list, it is often reported by individual bookstores among their lead sellers.

Another no-show on the weekly lists was Louis L'Amour's *The Sackett Companion*, #13 with sales of 285,000 copies. Interestingly, it outsold another L'Amour-based hardcover, *A Trail of Memories: The Quotations of Louis L'Amour*, #21 on the list with sales of 221,000. The latter was on *PW*'s weekly charts for more than two months.

Guinness's Record Sale

While these annual lists reflect 1988 sales of new hardcover titles published in 1988 or 1987 and do not include annuals, it is still fitting to note that the 1989 edition of *Guinness Book of World Records* edited by David Boehm sold 363,429 copies for Sterling last year, the book's highest sales figure in recent years.

A book that does not qualify because of publication date but had an astounding sales record is *Webster's Ninth New Collegiate Dictionary*—1988 sales were 988,745 copies.

The Nonfiction Runners-Up

The books in this group represent the usual blend of subjects that make up a nonfiction bestseller list—books by or about well-known personalities, business and how-to categories, books by writers that have previously written bestsellers. A welcome new subject is a book of photographs and impressions of earth, *The Home Planet*, by the astronauts and cosmonauts who have viewed and studied the planet from the vantage point of Space.

16. *Child Star: An Autobiography* by Shirley Temple Black (McGraw-Hill, 11/88; *237,759)*

17. *The Home Planet* edited by Kevin W. Kelley for the Association of Space Explorers (Addison-Wesley, 10/88; *235,419)*

18. *The Lives of John Lennon* by Albert Goldman (Morrow, 9/88)

19. *All You Can Do Is All You Can Do but All You Can Do Is Enough* by A. L. Williams (Oliver-Nelson, 9/88; *229,022)*

20. *Press On!: Further Adventures in the Good Life* by General Chuck Yeager and Charles Leerhsen (Bantam, 10/88; *229,000*

21. *A Trail of Memories: The Quotations of Louis L'Amour* compiled by Angelique L'Amour (Bantam, 6/

PW's 1988 Bestsellers Nonfiction

1 **The 8-Week Cholesterol Cure** by Robert E. Kowalski. Harper & Row (8/31/87); 961,221

2 **Talking Straight** by Lee Iacocca with Sonny Kleinfield. Bantam (7/29/88); 747,000

3 **A Brief History of Time: From the Big Bang to Black Holes** by Stephen W. Hawking. Bantam (4/2/88); 729,000

4 **Trump: The Art of the Deal** by Donald J. Trump with Tony Schwartz. Random House (12/14/87); 610,812

5 **Gracie: A Love Story** by George Burns. Putnam (11/14/88); 582,800

6 **Elizabeth Takes Off** by Elizabeth Taylor. Putnam (2/15/88); 512,750

*7 **Swim with the Sharks without Being Eaten Alive** by Harvey MacKay. Morrow (3/23/88)

8 **Christmas in America** edited by David Cohen. Collins Publishers (11/1/88); 381,000

9 **Weight Watchers Quick Success Program Cookbook** by Jean Nidetch. NAL Books (1/89); 349,640

10 **Moonwalk** by Michael Jackson. Doubleday (4/20/88); 341,748

11 **All I Really Need to Know I Learned in Kindergarten: Uncommon Thoughts on Common Things** by Robert Fulghum. Villard Books (10/13/88); 334,960

*12 **For the Record: From Wall Street to Washington** by Doanald T. Regan. Harcourt Brace Jovanovich (5/23/88)

13 **The Sackett Companion: A Personal Guide to the Sackett Novels** by Louis L'Amour. Bantam (11/1/88); 285,000

14 **Weight Watchers Quick and Easy Menu Cookbook** by Weight Watchers International. NAL Books (1/88); 260,000

*15 **Seven Stories of Christmas Love** by Leo Buscaglia. Morrow/Slack (10/15/87)

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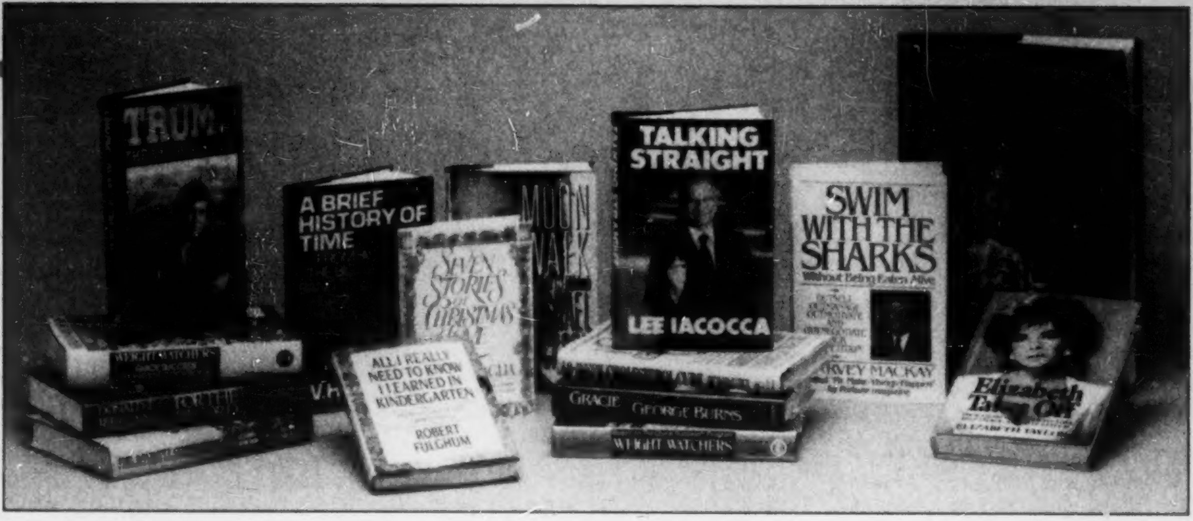

88; *221,000*)

22. *The Rise & Fall of The Great Powers* by Paul Kennedy (Random House, 12/87; *220,506*)

23. *The Last Lion, 1932–1940* by William Manchester (Little, Brown, 10/88; *217,305*)

24. *The Ragman's Son* by Kirk Douglas (Simon & Schuster, 8/88; *204,000*)

25. *The Dictionary of Cultural Literacy* by E. D. Hirsch Jr., Joseph F. Kett and James Trefil (Houghton Mifflin, 10/88; *200,541*)

26. *Life in Camelot* by Philip Kunhardt Jr. (Little, Brown, 9/88; *197,815*)

27. *Nightmares in the Sky* by Stephen King and photographs by f-stop Fitzgerald (Viking Studio Books, 10/88; *196,352*)

28. *Transformation: The Breakthrough* by Whitley Strieber (Morrow/Beech Tree Books, 9/88)

29. *Surviving the Great Depression of 1990* by Ravi Batra (Simon & Schuster, 9/88; *196,000*

30. *First Salute* by Barbara W. Tuchman (Random House, 9/88; *194,029*)

The 46 Nonfiction Almost-Rans

Thirteen of these almost-rans never achieved a position on any weekly *PW* bestseller list. Whether that reflects the stiff competitive nature of the weekly charts, the veracity of the publishers supplying the numbers or "shipped and billed" figures that include only the tip of the returns iceberg—only the publishers know for sure. At any rate, books by Madden, Nelson, Terkel, Solt, Carter, Stewart, King, Edwards, Mandino, Ohrbach, Morris, Kunhardt and the book on Robert Kennedy's talks have yet to achieve a spot on *PW's* weekly charts.

Eleven books with reported sales over 150,000 include: *The Boz* by Brian Bosworth with Rich Reilly (Doubleday); *Goldwater* by Barry M. Goldwater and Jack Casserly (Doubleday); *A Bright Shining Lie* by Neil Sheehan (Random); *Don't Bend Over in the Garden, Granny, You Know Them Taters Got Eyes* by Lewis Grizzard (Villard); *One Size Doesn't Fit All* by John Madden (Villard); *Washington Goes to War* by David Brinkley (Knopf); *The Duchess of Windsor* by Charles Higham (McGraw-Hill); *Controlling Cholesterol* by Dr. Kenneth Cooper (Bantam); *Imagine: John Lennon* by Andrew Solt and Sam Egan (Macmillan); *Willie: An Autobiography* by Willie Nelson with Bud Shrake (Simon & Schuster); and *Riding the Iron Rooster* by Paul Theroux (Putnam).

There were nine books that reported sales over the 125,000-copy mark: *The Great Divide* by Studs Terkel (Pantheon); *What's Next?* by Paul Erdman (Doubleday); *Citizen Cohn: The Life and Times of Roy Cohn* by Nicholas von Hoffman (Doubleday); *Landslide: The Unmaking of the President, 1984–1988* by Jane Mayer and Doyle McManus (Houghton Mifflin); *An Outdoor Journal* by Jimmy Carter (Bantam); *Senatorial Privilege: The Chappaquiddick Cover-Up* by Leo Damore (Regnery Gateway); *Martha Stewart's Quick Cook Menus* by Martha Stewart (Potter); *Generation of Swine* by Hunter S. Thompson (Summit); and *A Day in the Life of California* by Rick Smolan and David Cohen (Collins).

Twenty-six more books claimed 1988 sales figures of 100,000 plus. They are: *A Season Inside* by John Feinstein (Villard); *Wilderness* by Jim Morrison (Villard); *Getting Together* by Roger Fisher and Scott Brown (Houghton Mifflin); *Whales* by Jacques-Yves Cousteau and Yves Paccalet (Abrams); *The Portable Curmudgeon* compiled by Jon Winokur (NAL Books); *"What Do You Care What Other People Think?"* by Richard P. Feynman with Ralph Leighton (Norton); *Being a Woman* by Dr. Toni Grant (Random); *The National Geographic Society* by C.D.B. Bryan (Abrams); *Donnie Brasco: My Undercover Life in the Mafia* by Joseph D. Pistone with Richard Woodley (NAL); *Capote: A Biography* by Gerald Clarke (Simon & Schuster); *Speaking Out* by Larry Speakes with Robert Pack (Scribners); *1999: Victory Without War* by Richard M. Nixon (Simon & Schuster); *Picasso: Creator and Destroyer* by A. S. Huffington (Simon & Schuster); *Tell it to the King* by Larry King with Peter Occhiogrosso (Putnam); *Priscilla, Elvis and Me* by Michael Edwards (St. Martin's); *The Greatest Salesman in the World* by Og Mandino (Bantam); *Chaos* by James Gleick (Viking); *Battle Cry of Freedom: The Civil War Years* by James M. McPherson (Oxford University Press); *They Went That Away* by Malcolm Forbes with Jeff Bloch (Simon & Schuster); *The Frugal Gourmet Cooks American* by Jeff Smith (Morrow); *A Token of Friendship* by Barbara Milo Ohrbach (Potter); *Catlore* by Desmond Morris (Crown); *The Way Things Work* by David Macaulay (Houghton Mifflin); *Life Laughs Last* by Philip B. Kunhardt Jr. (Simon & Schuster); *Winfield: A Player's Life* by Dave Winfield with Tom Parker (Norton); and *Robert Kennedy in His Own Words* edited by Edwin O. Guthman and Jeffrey Shulman (Bantam). ☐

Paperback Top Sellers

Comic books lead the way in trade paperbacks; another strong year for mass market titles

The number of trade paperback bestsellers fell in 1988 from 1987 levels, as recorded in *Publishers Weekly*'s annual trade paperbacks top-sellers list, compiled since 1977 and defined by publishers' sales figures of 50,000 copies or more. (The titles include annuals, atlases and almanacs—although no atlases made the 1988 list.) Books on the current list were published in 198 or 1988, although sales figures are given for 1988 only.

In 1988 there were 219 trade paperback bestsellers, down from 1987's all-time high of 254 titles; there were 193 bestsellers in 1986 but 208 in 1985. The top-ranking trade paperback of 1988 sold 1,253,000 copies, compared with a high figure of 2,489,500 in 1987.

Americans love to laugh, judging by sales figures for 1988 trade paperback bestsellers. Bill Watterson again tickled readers with three top-ranking comic-strip titles. At sales of 1,253,000 and 891,000, respectively, *Something Under the Bed Is Drooling* and *The Essential Calvin and Hobbes* topped *Calvin and Hobbes*, which sold 866,000 copies in 1987. The latter title also pulled in a whopping sales figure of 522,000 in 1988.

Gary Larson also topped his previous sales figures for comic-strip books with *Night of the Crash-Test Dummies* (831,000 copies) and *The Far Side Gallery 3* (826,000 copies); these far surpassed the performance of 1987's Far Side titles, which sold 1.45 million copies. These 1987 books, *The Far Side Observer* and *Hound of the Far Side*, also sold 311,000 and 190,000 copies, respectively, in 1988.

Although bestsellers, the comic-strip collections by Berke Breathed and Jim Davis did not perform quite as well as did the authors' 1987 titles.

Perennial mass-market bestseller Stephen King ranked #2 on the trade paperback list with the apocalyptic fantasy western *The Gunslinger*, the first installation of the Dark Tower series that he began while a college student, and originally published in a limited hardcover edition.

Magazine parodies featuring animals—stuffed and real, dressed as humans—continued to have excellent trade-paperback showings in 1988. Ilene Hochberg's *Vanity Fur*, a send-up of *Vanity Fair* that sold 443,000 copies in 1988, follows up on the author's *Catmopolitan*, a takeoff on *Cosmopolitan*, which sold 390,000 copies in 1987, and her *Dogue*, a parody of *Vogue* that sold 128,000 copies in 1986. *Pupple*, a parody of *People*, by Garrett Simmons & Dorian Yeager, sold 250,000 in 1988 and *Teddy's Bearzaar*, by Ted Menten, which plays on *Harper's Bazaar*, sold 109,000 copies.

More rigorous titles among the top trade paperbacks included Toni Morrison's Pulitzer Prize–winning novel *Beloved* (325,000), and Alan Bloom's stern indictment of the American educational system, *The Closing of the American Mind* (365,000).

Bernie S. Siegel's *Love, Medicine and Miracles* preached the significance of emotional harmony in overcoming physical illness to the tune of 709,333 copies. Health-minded Americans were also enamored with Elizabeth Taylor's tale of dieting, *Elizabeth Takes Off* (698,042), also one of the top hardcover bestsellers in 1988; they also wanted to shed pounds with *The New American Diet* (60,000); and were keen on cooking up *Weight Watchers Favorite Recipes* (225,000). Readers could bone up on parenting skills with *Siblings Without Rivalry* (165,000), *Johnson & Johnson: From Baby to Toddler* (120,000) and *Childbirth & Marriage* (65,000).

The top-selling trade paperback romances in 1988 were Jennifer Blake's *Perfume of Paradise* (174,000) and Lucia St. Clair Robson's *Light a Distant Fire* (106,000), both originals.

Other strong trade paperback categories and topics in 1988 included myth, fantasy, AIDS, computers, inspiration and gardening.

A Strong Year for the Masses

A total of 111 mass-market titles published in 1987 or 1988 had in-print figures at the end of 1988 of at least one million copies and thus qualified for *PW*'s 1988 mass market bestseller list; 112 titles appeared on the 1987 list. This year, the most popular mass market paperbacks were Sidney Sheldon's *Windmills of the Gods* (4,446,311), Danielle Steel's *Fine Things* (4,240,000) and Scott Turow's *Presumed Innocent* (4,003,535), all fiction reprints. The 1987 top-ranking titles were Steel's *Family Album* (4,695,000) and Sheldon's *Windmills of the Gods* (4,350,000) and *If Tomorrow Comes* (4,240,000), all three of which were fiction reprints.

This year, 12 titles had three million or more in print compared with seven last year and nine the year before. Five of the 12 were published in 1987 but had high sales in 1988 as well. Nine titles (five of which were published in 1987) had in-print figures of two million-plus copies, compared with 18 such titles in 1987 and 16 in 1986.

There were no surprises among the top contenders, who included Stephen King, Tom Clancy, V. C. Andrews, Jackie Collins, Tom Wolfe, Mary Higgins Clark, James Clavell, Lawrence Sanders, Janet Dailey and Harold Robbins.

The lone nonfiction title among the top 21 titles—including the four, three and two million-plus lists—was *Fit for Life* (2,273,270). The controversial diet plan, by Harvey and Marilyn Diamond, also sold 1,841,000 copies in 1987.

—PENNY KAGANOFF

Trade Paperbacks

Titles listed here are trade paperbacks (originals, reprints, or books issued in dual editions) published in 1987 or 1988 of which publishers have billed and shipped at least 50,000 copies to bookstores in 1988. Please note that publishers' sales figures do not necessarily represent final net sales, since they do not always reflect returns. Those titles that were released in 1987 are marked with an asterisk. Almanacs, atlases and annuals are listed on page 34.

500,000+

Something Under the Bed Is Drooling. Bill Watterson. Original. Andrews & McMeel (1,253,000)

The Gunslinger (Dark Tower #1). Stephen King. Reprint. NAL (1,200,000)

The Essential Calvin and Hobbes. Bill Watterson. Original. Andrews & McMeel (891,000)

Night of the Crash-Test Dummies. Gary Larson. Original. Andrews & McMeel (831,000)

The Far Side Gallery 3. Gary Larson. Original. Andrews and McMeel (826,000)

Love, Medicine and Miracles. Bernie S. Siegel. Reprint. Perennial Library/Harper & Row (709,333)

Tales Too Ticklish to Tell. Berke Breathed. Original. Little, Brown (704,000)

Elizabeth Takes Off. Elizabeth Taylor. Reprint. Berkley (698,042)

The Cat Who Came for Christmas. Cleveland Amory. Reprint. Penguin (600,000)

* **Calvin and Hobbes.** Bill Watterson, Original. Andrews & McMeel (522,000)

200,000+

* **You Can Heal Your Life.** Louise L. Hay. Reprint. Hay House (492,007)

* **Fatherhood.** Bill Cosby. Reprint. Berkley (479,724)

* **Callanetics.** Callan Pinckney. Reprint. Avon (470,000)

The Power of Myth. Joseph Campbell and Bill Moyers. Original. Doubleday (466,598)

Garfield Worldwide. Jim Davis. Original. Ballantine (465,000)

Garfield Rounds Out. Jim Davis. Original. Ballantine (444,000)

Vanity Fur. Ilene Hochberg. Original. Pocket (443,000)

The Closing of the American Mind. Alan Bloom. Reprint. Touchstone/-Simon & Schuster (365,000)

Beloved. Toni Morrison. Reprint. NAL (325,000)

Separated at Birth. *Spy* Magazine. Original. Doubleday (319,382)

* **The Far Side Observer.** Gary Larson. Original. Andrews & McMeel (311,000)

* **Using 1-2-3, Special Edition.** Que Corp. Original. Que Corp. (299,784)

* **The Book of Questions.** Gregory Stock. Reprint. Workman (287,000)

Thriving on Chaos. Tom Peters. Reprint. Perennial Library/Harper & Row (252,418)

Pupple. Garret Simmons & Dorian Yeager. Original. Perigee/Putnam (250,000)

Garfield How to Party Book. Jim Davis. Original. Ballantine (232,000)

Weight Watchers Favorite Recipes. Weight Watchers Int'l. Reprint. NAL (225,000)

The Unbearable Lightness of Being. Milan Kundera. Reprint. Perennial Library/Harper & Row (222,794)

Cultural Literacy. E. D. Hirsch Jr. Reprint. Vintage (206,221)

* **Catmopolitan.** Ilene Hochberg. Original. Pocket (201,000)

100,000+

Balloon Animals. Aaron Hsu-Flanders. Original. Contemporary (190,724)

* **Hound of The Far Side.** Gary Larson. Original. Andrews & McMeel (190,000)

* **Healing the Child Within.** Charles Whitfield. Original. Health Communications (184,000)

* **Extraordinary Origins of Everyday Things.** Charles Panati. Dual. Perennial Library/Harper & Row (182,540)

Garfield Book of Cat Names. Jim Davis and Carol McD. Wallace. Original. Ballantine (174,000)

Perfume of Paradise. Jennifer Blake. Original. Fawcett/Columbine (174,000)

Choices for a Healthy Heart. Joseph C. Piscatella. Original. Workman (170,000)

The Fatal Shore. Robert Hughes. Reprint. Vintage (165,258)

Siblings Without Rivalry. Adele Faber & Elaine Mazlish. Reprint. Avon (165,000)

Using WordPerfect 5. Charles O. Stewart III et al. Original. Que Corp. (164,522)

Dragonlance® Heroes: The Legend of Huma. Richard A. Knaak. Original. TSR (161,000)

PC Magazine's DOS Power Tools. Paul Somerson. Original. Bantam (152,000)

Dragonlance® Heroes: Stormblade. Nancy V. Berberick. Original. TSR (152,000)

The Last Temptation of Christ. Nikos Kazantzakis. Reissue. Touchstone/Simon & Schuster (150,000)

* **Dragonlance® Tales: Magic of Krynn.** Margaret Weis and Tracy Hickman eds. Original. TSR (149,000)

Winters' Tales. Jonathan Winters. Reprint. Vintage (147,617)

* **Joshua.** Joseph Girzone. Reprint. Macmillan (147,378)

Life and Death in Shanghai. Nien Cheng. Reprint. Penguin (145,000)

Why Do Clocks Run Clockwise? David Feldman. Reprint. Perennial Library/Harper & Row (144,297)

Bradshaw on: The Family. John Bradshaw. Original. Health Communications (141,000)

Garfield's Thanksgiving. Jim Davis. Original. Ballantine (139,000)

Dragonlance® Heroes: Weasel's Luck. Michael Williams. Original. TSR (138,000)

And the Band Played On. Randy Shilts. Reprint. Penguin (135,000)

Eat This . . . It'll Make You Feel Better. Dom DeLuise. Reprint. Pocket (134,000)

* **Basic Home Wiring.** Sunset Editors. Reprint. Sunset (121,375)

Johnson & Johnson: From Baby to Toddler. John Fisher. Original. Perigee/Putnam (120,000)

* **696 Silly School Jokes and Riddles.** Joseph Rosenbloom. Reprint. Sterling (116,009)

Life Smiles Back. Philip Kunhardt. Reprint. Fireside/Simon & Schuster (115,000)

* **Speed Cleaning.** Jeff Campbell. Original. Dell (113,818)

* **Using WordPerfect, 3rd Ed.** Deborah Beacham and Walton Beacham. Original. Que Corp. (113,563)

Chaos: Making a New Science. James Gleick. Reprint. Penguin (110,000)

Western Garden Book. Sunset Editors. Reprint. Sunset (109,741)

1988: The Year in Summary

Forgotten Realms™: The Crystal Shard. R. A. Salvatore. Original. TSR (109,000)

Teddy's Bearzaar. Ted Menten. Original. Running Press (109,000)

Herman: The Sixth Treasury. Jim Unger. Original. Andrews & McMeel (109,000)

Making of 'The African Queen.' Katharine Hepburn. Reprint. NAL (108,000)

* **dBase III Plus Handbook, 2nd Ed.** George T. Chou. Original. Que Corp. (106,241)

Light a Distant Fire. Lucia St. Clair Robson. Original. Ballantine (106,000)

* **Dragonlance® Tales: Kender, Gully Dwarves, and Gnomes.** Margaret Weis and Tracy Hickman, eds. Original. TSR (104,000)

Quit. Charles Wetherall. Reprint. Running Press (102,000)

* **Using PC DOS, 2nd Ed.** Chris DeVoney. Original. Que Corp. (100,564)

How to Make Love All the Time. Barbara DeAngelis. Reprint. Dell (100,509)

* **A Garfield Christmas.** Jim Davis. Original. Ballantine (100,000)

* **How to Talk Minnesotan.** Howard Mohr. Original. Penguin (100,000)

The Different Drum. M. Scott Peck. Reprint. Touchstone/Simon & Schuster (100,000)

Forgotten Realms™: Spellfire. Ed Greenwood. Original. TSR (100,000)

75,000+

Megaskills. Dorothy Rich. Dual. Houghton Mifflin (99,898)

Gorillas in the Mist. Dian Fossey. Movie tie-in. Houghton Mifflin (98,655)

Dirty Dancing. Mimi Casbah. Original. Dell (98,594)

* **Jane Brody's Good Food Book.** Jane Brody. Reprint. Bantam (97,000)

* **The Complete Hypercard Handbook.** Danny Goodman. Original. Bantam (97,000)

Think On. Robert Anthony. Original. Berkley (95,188)

Hammer. Armand Hammer. Reprint. Perigee/Putnam (95,000)

* **Garfield Food For Thought.** Jim Davis. Original. Ballantine (95,000)

* **Unlimited Power.** Anthony Robbins. Fawcett/Columbine (95,000)

MS-DOS User's Guide, 3rd Ed. Chris DeVoney. Original. Que Corp. (94,717)

* **America on Six Rubles a Day.** Yakov Smirnoff. Original. Vintage (91,728)

Anywhere but Here. Mona Simpson. Reprint. Vintage (91,191)

* **School Is Hell.** Matt Groening. Original. Pantheon (91,000)

Forgotten Realms™: Black Wizards. Douglas Niles. Original. TSR (90,000)

* **Controlling Lawn & Garden Insects.** Susan Roth, ed. Original. Ortho (90,000)

* **Garfield Swallows His Pride.** Jim Davis. Original. Ballantine (88,088)

Rubber Legs and White Tail-Hairs. Patrick F. McManus. Reprint. Owl (87,700)

The Courage to Heal. Ellen Bass and Laura Davis. Dual. Perennial Library/Harper & Row (87,451)

Childhood Is Hell. Matt Groening. Original. Pantheon (87,000)

Annuals, Perennials, & Bulbs. Better Homes & Gardens. Original. BH&G (86,385)

Lawns, Ground Cover, Vines. Better Homes & Gardens. Original. BH&G (85,178)

When Smart People Fail. Carol Hyatt and Linda Gottlieb. Reprint. Penguin (85,000)

Masques of Gold. Roberta Gellis. Original. Jove/Berkley (85,915)

Azure Bonds. Kate Novak and Jeff Grubb. Original. TSR (85,000)

Vegetables, Herbs, Fruits. Better Homes & Gardens. Original. BH&G (84,860)

Trees, Shrubs, & Roses. Better Homes and Gardens. Original. BH&G (84,857)

Reflections in the Light: Daily Thoughts & Affirmations. Shakti Gawain. Original. New World Library (81,000)

Healing the Shame That Binds You. John Bradshaw. Original. Health Communications (81,000)

Dear Abby on Planning Your Wedding. Abigail Van Buren. Original. Andrews & McMeel (81,000)

East of the Sun. Barbara Bickmore. Original. Ballantine (81,000)

Homes and Other Black Holes. Dave Barry. Original. Fawcett/Columbine (80,600)

Feel the Fear and Do It Anyway. Susan Jeffers. Reprint. Fawcett/Columbine (80,550)

* **The Christmas Book.** Karin Shakery, ed. Original. Ortho (80,000)

Still Life with Menu. Mollie Katzen. . Ten Speed Press (78,856)

Minding the Body Mending the Mind. Joan Borysenko. Original. Bantam (78,000)

* **Ultra Ripped ABS.** Robert Kennedy. Original. Sterling (77,787)

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KPRC-TV/**NBC** Affiliate
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Houston Post • Interview

NEW ORLEANS-2/21
WDSU-TV/**NBC** Affiliate
Breakfast Edition • Live

The Times Picayune • Interview

CHARLOTTE-2/22
WBTV/**CBS** Affiliate
Top O' The Day
1st segment to air: 1st week of March
2nd segment to air: 1st week of April

NASHVILLE-2/23
WTVF-TV/**CBS** Affiliate
Talk of the Town
1st segment Live
2nd segment to air: April

Nashville Tennessean • Interview

CHICAGO-2/24
WBBM-TV/**CBS** Affiliate
New Day Chicago • To air: 2/25

Chicago Tribune • Interview

NEW YORK-2/27, 3/7
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Noonday • Live

Journal & Constitution • Interview

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Good Day Boston • Live

WSBK-TV/CABLE
AM Boston • Live

WBZ Radio
Peter Meade Show • Live: 60 minutes

TAMPA/ST. PETERSBURG-3/9
WTSP-TV/**ABC** Affiliate
Murphy in the Morning • Live

MIAMI-3/10
WLRN-TV/Independent
Something on 17 • Live

SAN FRANCISCO-3/20

LOS ANGELES-3/21
KABC-TV/**ABC** Affiliate
AM Los Angeles • Live

SAN DIEGO-3/22

PORTLAND-3/23
KATU-TV/**ABC** Affiliate
AM Northwest • Live

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ÉCLAIR

1988: The Year in Summary

Straight on Till Morning. Mary Lovell. Reprint. St. Martin's (77,500)

*** Golfing.** Henry Beard and Roy McKie. Original. Workman (77,000)

Heal Your Body. Louise L. Hay. Reprint. Hay House (76,172)

Going to Work. Lisa Birnbach. Original. Villard (75,642)

Crazy Creatures. Better Homes & Gardens. Original. BH&G (76,244)

Red River Story. Alfred Silver. Original. Ballantine (75,000)

50,000+

Cheese Recipes. Better Homes & Gardens. Original. BH&G (73,563)

It's a Special Day. Better Homes & Gardens. Original. BH&G (73,463)

Let's Pretend. Better Homes & Gardens. Original. BH&G (72,619)

*** Awesome Arms.** Robert Kennedy. Original. Sterling (72,101)

*** Free Stuff for Kids.** Free Stuff Editors. Revised. Meadowbrook (70,551)

Cooking A to Z. Jane Horn, ed. Original. Ortho (70,000)

Peter Spier's Christmas. Peter Spier. Reissue. Doubleday (69,851)

Sinkin Spells, Hot Flashes, Fits and Cravins. Ernie Mickler. Original. Ten Speed Press (68,783)

Jerry Graham's Bay Area Backroads. Jerry Graham and Catherine Graham. Original. Perennial Library/Harper & Row (68,322)

White Mischief. James Fox. Reprint. Vintage (67,710)

Talkin' About My G-G-Generation. G. B. Trudeau. Original. Owl (67,400)

Fish & Seafood. Better Homes & Gardens. Original. BH&G (66,938)

Look, Up, Up, Up. Better Homes & Gardens. Original. BH&G (65,385)

*** Recovery.** Herbert Kravitz and Julie D. Bowden. Original. Fireside/Simon & Schuster (65,000)

Childbirth & Marriage. Tracy Hotchner. Original. Avon (65,000)

Witness to a Century. George Seldes. Reprint. Ballantine (65,000)

U2: Rattle & Hum. Peter Williams and Steve Turner. Original. Crown (65,000)

John T. Molloy's New Dress for Success. John T. Molloy. Original. Warner (64,585)

To My Daughter with Love. Susan Polis Schutz. Reprint. Warner (63,644)

*** Skinwalkers.** Tony Hillerman. Reprint. Perennial Library/Harper & Row (62,875)

*** Dragonlance® Tales: Love and War.** Margaret Weis and Tracy Hickman, eds. Original. TSR (62,000)

Fast-Fixin-Diet. Better Homes & Gardens. Dual. BH&G (61,571)

Fantastic Book of Logic Puzzles. Muriel Mandell. Reprint. Sterling (61,407)

Outgrowing the Pain. Eliana Gil. Original. Dell (61,289)

Great Legs for Short Skirts. Cheryl Solomini. Original. NAL (61,000)

*** The Cat Postcard Book.** Running Press Staff, eds. Original. Running Press (60,000)

We're Eating More Beets! G. B. Trudeau. Original. Owl (60,800)

Growing a Business. Paul Hawkin. Reprint. Fireside/Simon & Schuster (60,000)

The New American Diet. Sonja L. Conner and William E. Conner. Reprint. Fireside/Simon & Schuster (60,000)

Songlines. Bruce Chatwin. Reprint. Penguin (60,000)

The Book of Stupid Questions. Tom Weller. Original. Warner (59,138)

Ronald Reagan Coloring Book. Mort Drucker and Paul Laikin. Original. Andrews & McMeel (59,000)

Housewise. Suanne Brangham. Reprint. Perennial Library/Simon & Schuster (58,218)

Unforgettable Fire: The Definitive Biography of U2. Eamon Dunphy. Reprint. Warner (58,172)

Easy Microwave Meals. Better Homes & Gardens. Original. BH&G (58,090)

Baseball Confidential. Bruce Nash and Allan Zullo. Original. Pocket (58,000)

An American Childhood. Annie Dillard. Reprint. Perennial Library/Harper & Row (57,518)

*** Making Children Mind.** Kevin Leman. Reprint. Dell (57,280)

Kovels' Antiques & Collectibles Price List, 21st Ed. Ralph and Terry Kovel. Original. Crown (57,000)

Greyhawk® Adventures: The Name of the Game. Rose Estes. Original. TSR (57,000)

More of the Straight Dope. Cecil Adams. Original. Ballantine (56,000)

What Every Baby Knows. T. Berry Brazelton. Reprint. Ballantine (56,000)

A Yellow Raft in Blue Water. Michael Dorris. Reprint. Warner (55,263)

Perestroika. Mikhail Gorbachev. Reprint. Perennial Library/Harper & Row (55,188)

Savory Sandwiches. Better Homes & Gardens. Original. BH&G (55,039)

A Cannibal in Manhattan. Tama Janowitz. Reprint. Pocket (55,000)

Crossing to Safety. Wallace Stegner. Reprint. Penguin (55,000)

*** Housebuilding.** R. J. De Cristoforo. Reprint. Sterling (54,459)

Managing Your Hard Disk, 2nd Ed. *Don Berliner. Original. Que Corp.* (54,181)

50+ —The Graedons' People's Pharmacy for Older Adults. Joe and Teresa Graedon. Original. Bantam (54,000)

Pushing 40. Lynn Johnston. Original. Andrews & McMeel (54,000)

Zero Calorie Desserts. Andy Meyer and Jim Becker. Original. Workman (53,000)

Gemstones. Christine Woodward & Roger Harding. Original. Sterling (53,000)

Roswell Legacy. Frances Patton Statham. Original. Fawcett/Columbine (53,000)

*** The Man Who Mistook His Wife for a Hat.** Oliver Sacks. Reprint. Perennial Library/Harper & Row (52,250)

Fast-Fixin-Kids Recipes. Better Homes & Gardens. Dual. BH&G (52,111)

Tom Noddy's Bubble Magic. Tom Noddy. Original. Running Press (52,000)

Hands of Light: A Guide to Healing Through the Human Energy Field. Barbara Brennan. Original. Bantam (52,000)

Woman in the Mists. Farley Mowatt. Reprint. Warner (51,961)

Crystal Woman. Lynn Andrews. Reprint. Warner (51,830)

The Bill James Historical Baseball Abstract. Bill James. Reprint. Villard (51,060)

Greyhawk® Adventures: The Demon Hand. Rose Estes. Original. TSR, Inc. (51,000)

Odyssey. John Sculley. Reprint. Perennial Library/Harper & Row (50,335)

I Think I Don't Remember. Art Buchwald. Reprint. Perigee/Putnam (50,000)

Fall From Grace. Shelley Ross. Original. Ballantine (50,000)

The Official Overstreet Comic Book Price Guide, 18th edition. Robert M. Overstreet. House of Collectibles/Ballantine (50,000)

Guide to Baby Products. Sandy Jones, Warner Freitag and the Editors of Consumer Reports Books. Original. Consumer Reports (50,000)

Why Do the Right Words Always Come Out of the Wrong Mouth? Cathy Guisewite. Original. Andrews & McMeel (50,000)

*** Wood Projects for the Garden.** Kate Rider, ed. Reprint. Ortho (50,000)

Crystals: What They Are & How To Grow Them. Marlene M. Robinson. Original. Running Press (50,000)
Start Collecting Stamps. Samuel Grossman. Original. Running Press (50,000)
Start Collecting Fossils. Ted Daeschler. Original. Running Press (50,000)
*** Choices: Realistic Alternatives in Cancer Treatment.** Marion Morra and Eve Potts. Original. Avon (50,000)
Star Trek Interview Book. Allan Asherman. Original. Pocket (50,000)

Mass Market Paperbacks

The following is a listing of those mass market titles published in 1987 or 1988 whose 1988 in-print figures exceeded one million copies. Figures represent publishers' claims of copies in print and, as such, do not indicate how well the books sold.

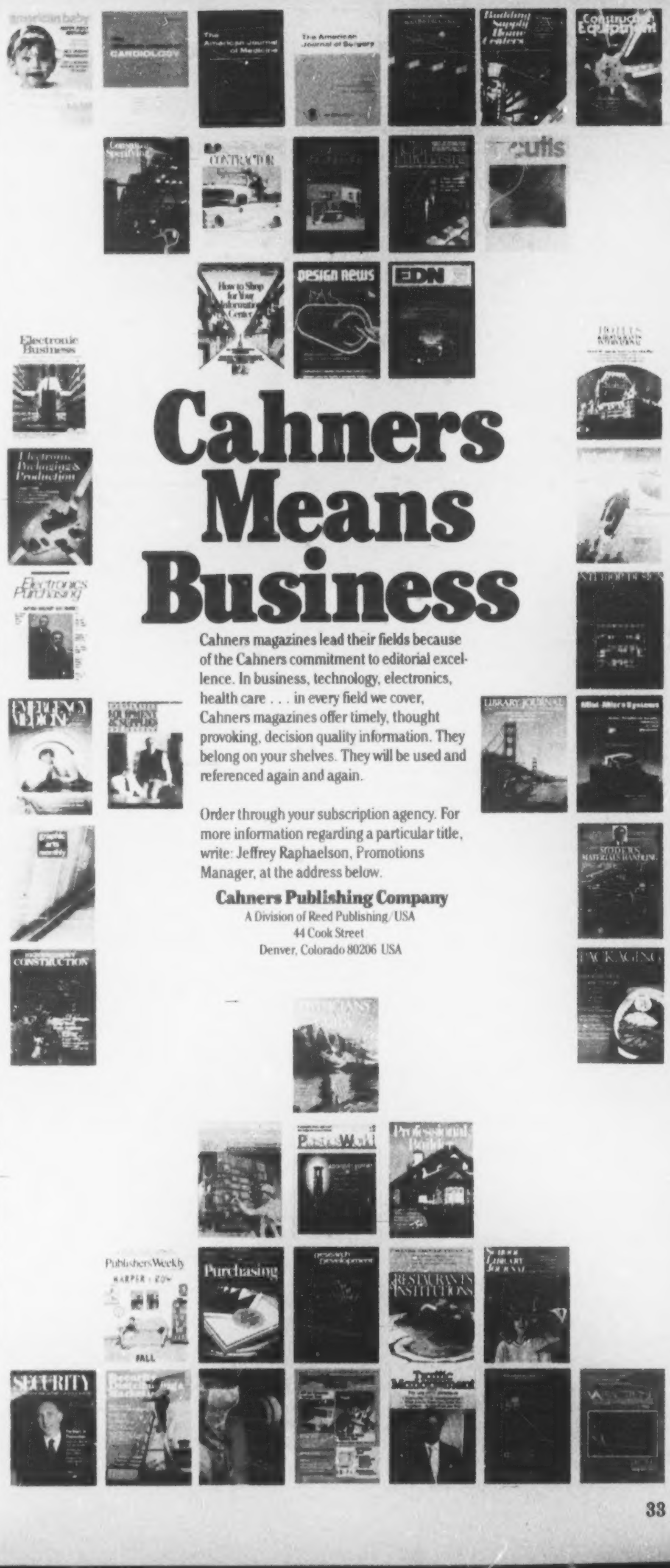
Note: Titles marked with an asterisk were issued in 1987; the numbers that follow these titles reflect the number of copies in print at the end of 1988, even though in most cases the bulk of these sales were in 1987.

4 Million

*** Windmills of the Gods.** Sidney Sheldon. Reprint. Warner (4,446,311)
Fine Things. Danielle Steel. Reprint. Dell (4,240,000)
Presumed Innocent. Scott Turow. Reprint. Warner (4,003,535)

3 Million+

*** Wanderlust.** Danielle Steel. Reprint. Dell (3,900,000)
Kaleidoscope. Danielle Steel. Reprint. Dell (3,750,000)
*** Red Storm Rising.** Tom Clancy. Reprint. Berkley (3,661,000)
*** Garden of Shadows.** V. C. Andrews. Original. Pocket (3,550,000)
*** It.** Stephen King. Reprint. NAL (3,305,000)
Patriot Games. Tom Clancy. Reprint. Berkley (3,247,600)
Fallen Hearts. V. C. Andrews. Original. Pocket (3,200,000)
Misery. Stephen King. Reprint. NAL (3,100,000)
Tommyknockers. Stephen King. Reprint. NAL (3,100,000)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Cardiology
The American Journal of Medicine
The American Journal of Surgery
Building Supply Home Centers
Construction Equipment
Contractor
Design News
EDN
Electronic Business
Electronic Packaging & Production
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Almanacs, Atlases and Annuals

The Arthur Young Tax Guide 1989. Peter W. Bernstein, ed. Ballantine (472,577)

* **Woodall's Campground Director (1988 ed.).** Woodall (450,000)

The 1989 Information Please Almanac. Original. Houghton Mifflin (442,353)

The Arthur Andersen Tax Guide & Planner 1989. AA & Co. Putnam (420,000)

Consumer Reports 1988 Buying Guide Issue. The Editors of *Consumer Reports.* Consumer Reports (370,000)

World Almanac & Book of Facts—1989. Mark Hoffman, ed. Pharos (360,000)

What Color Is Your Parachute? 1988. Richard Bolles. Ten Speed Press (319,455)

The Official 1989 Price Guide to Baseball Cards, 8th edition. James Beckett. House of Collectibles/Bal-lantine (270,000)

Guide to Income Tax Preparatiopn. Esanu, Dickman, Zuckerman, Pollet and the Editors of Consumer Reports Books. Consumer Reports (250,000)

* **World Almanac & Book of Facts—1988.** Mark Hoffman, ed. Pharos (150,000)

1989 H & R Block Income Tax Guide and Workbook. H & R Block. Macmillan (145,880)

Bill James Baseball Abstract 1988. Bill James. Ballantine (144,000)

Let's Go Europe 1988. Harvard Student Agencies. St. Martin's (136,890)

The Official 1989 Blackbook Price Guide to U.S. Coins, 27th Edition. Marc Hudgeons, ed. House of Collectibles/Ballantine (136,000)

Birnbaum's Walt Disney World 1989. Stephen Birnbaum. Houghton Mifflin (110,049)

* **Birnbaum's Walt Disney World 1988.** Stephen Birnbaum. Houghton Mifflin (97,454)

Ten SATS. College Board. Biannual. Macmillan (94,417)

Automobile Book 1989. Consumer Guide. NAL (85,000)

The Princeton Review—Cracking the System: The SAT—1989 Edition. Adam Robinson and John Katzman. Villard (80,887)

Let's Go USA 1988. Harvard Student Agencies. St. Martin's (66,980)

Roger Ebert's Movie Home Companion, 1989 Edition. Roger Ebert. Andrews & McMeel (60,000)

The Official 1989 Price Guide to Football Cards, 8th Edition. James Beckett. House of Collectibles/Bal-lantine (59,000)

Garrett Wade Woodworking Tools Catalog 1989. Garrett Wade. Sterling (54,136)

The Official 1989 Blackbook Price Guide to U.S. Postage Stamps, 11th Ed. Marc Hudgeons, ed., Original. House of Collectibles/Ballantine (52,000)

Who's in Charge Here? 1988. Gerald Gardner. Bantam (51,000)

1988 Elias Baseball Analyst. Seymour Siwoff, Steve Hirdt, Peter Hirdt and Tom Hirdt. Macmillan (50,812)

Insider's Guide to the Colleges 1988. Staff of the *Yale Daily News.* St. Martin's (50,100)

2 Million+

* **Eyes of the Dragon.** Stephen King. Reprint. NAL (2,900,000)

* **Hollywood Husbands.** Jackie Collins. Reprint. Pocket (2,550,000)

* **Fit for Life.** Harvey & Marilyn Diamond. Reprint. Warner (2,273,270)

Weep No More, My Lady. Mary Higgins Clark. Reprint. Dell (2,240,000)

The Bonfire of the Vanities. Tom Wolfe. Reprint. Bantam (2,163,000)

* **Whirlwind.** James Clavell. Reprint. Avon (2,100,000)

Timothy Files. Lawrence Sanders. Reprint. Berkley (2,036,500)

Heiress. Janet Dailey. Reprint. Fawcett/Gold Medal (2,000,000)

* **The Storyteller.** Harold Robbins. Reprint. Pocket (2,000,000)

1.5 Million+

Communion. Whitley Strieber. Reprint. Avon (1,976,000)

The Haunted Mesa. Louis L'Amour. Reprint. Bantam (1,930,000)

* **Eighth Commandment.** Lawrence Sanders. Reprint. Berkley (1,900,000)

Bound By Desire. Rosemary Rogers. Original. Avon (1,842,000)

Heaven and Hell. John Jakes. Reprint. Dell (1,800,000)

Destiny. Sally Beauman. Reprint. Bantam (1,785,000)

Time Flies. Bill Cosby. Reprint. Bantam (1,735,000)

Family—The Ties That Bind . . . and Gag. Erma Bombeck. Reprint. Fawcett/Crest (1,700,000)

* **Private Affairs.** Judith Michael. Reprint. Pocket (1,700,000)

Legacy. James Michener. Reprint. Fawcett/Crest (1,700,000)

Outbreak. Robin Cook. Reprint. Berkley (1,606,500)

Spycatcher. Peter Wright. Reprint. Dell (1,600,000)

* **The Golden Cup.** Belva Plain. Reprint. Dell (1,575,000)

* **Through a Glass Darkly.** Karleen Koen. Reprint. Avon (1,560,000)

Treasure. Clive Cussler. Reprint. Pocket (1,550,000)

* **A Matter of Honor.** Jeffrey Archer. Reprint. Pocket (1,550,000)

* **The Fight of the Intruder.** Stephen Coonts. Reprint. Pocket (1,550,000)

The Sisters. Pat Booth. Reprint. Ballantine (1,500,000)

It's All in the Playing. Shirley MacLaine. Reprint. Bantam (1,512,000)

* **Caper.** Lawrence Sanders. Reprint. Berkley (1,500,000)

Watchers. Dean R. Koontz. Reprint. Berkley (1,500,000)

* **The Good Mother.** Sue Miller. Reprint. Dell (1,500,000)

Texasville. Larry McMurtry. Reprint. Pocket (1,500,000)

1 Million+

The Unloved. John Saul. Original. Bantam (1,498,000)

First Born. Doris Mortman. Reprint. Bantam (1,461,000)

* **Angels of September.** Andrew M. Greeley. Reprint. Warner (1,450,152)

* **Dreams Are Not Enough.** Jacqueline Briskin. Reprint. Berkley (1,408,000)

* **Barrier Island.** John D. MacDonald. Reprint. Fawcett/Crest (1,400,000)

Glittering Images. Susan Howatch. Reprint. Fawcett/Crest (1,400,000)

Ladies of Missalonghi. Colleen McCullough. Reprint. Avon (1,398,000)

Her Mother's Daughter. Marilyn French. Reprint. Ballantine (1,380,000)

* **Patience of a Saint.** Andrew M. Greeley. Reprint. Warner (1,371,826)

Tender Rebel. Johanna Lindsey. Original. Avon (1,366,000)

* **The Great Alone.** Janet Dailey. Re-

print. Pocket (1,350,000)

Hot Flashes. Barbara Raskin. Reprint. St. Martin's (1,350,000)

*** Night of the Fox.** Jack Higgins. Reprint. Pocket (1,350,000)

Sphere. Michael Crichton. Reprint. Ballantine (1,310,000)

Team Yankee. Harold Coyle. Reprint. Berkley (1,300,000)

War and Remembrance. Herman Wouk. TV tie-in. Pocket (1,300,000)

Silver Angel. Johanna Lindsey. Original. Avon (1,300,000)

*** The Immigrant's Daughter.** Howard Fast. Reprint. Dell (1,300,000)

The Mask. Dean R. Koontz. Original. Berkley (1,300,000)

Lonigan. Louis L'Amour. Original. Bantam (1,260,000)

*** Joanna's Husband and David's Wife.** Elizabeth Forsythe. Reprint. Dell (1,250,000)

*** Dream Lover.** Lawrence Sanders. Original. Berkley (1,250,000)

*** Jaws—The Revenge.** Hank Searls. Original. Berkley (1,250,000)

*** Seasons of the Heart.** Cynthia Freeman. Reprint. Berkley (1,250,000)

*** Twilight Eyes.** Dean R. Koontz. Original. Berkley (1,250,000)

Rite of Spring. Andrew M. Greeley. Reprint. Warner (1,212,126)

*** Hearts Aflame.** Johanna Lindsey. Original. Avon (1,210,000)

Over the Edge. Jonathan Kellerman. Reprint. NAL (1,200,000)

Small Sacrifices. Ann Rule. Reprint. NAL (1,200,000)

*** Herbs and Apples.** Helen Hooven Santmeyer. Reprint. St. Martin's (1,200,000)

*** Blood Test.** Jonathan Kellerman. Reprint. NAL (1,200,000)

*** The Handmaid's Tale.** Margaret Atwood. Reprint. Fawcett/Crest (1,200,000)

*** Regrets Only.** Sally Quinn. Reprint. Ballantine (1,200,000)

Call Me Anna: The Autobiography of Patty Duke. Patty Duke and Kenneth Turan. Reprint. Bantam (1,193,000)

*** Secret Fire.** Johanna Lindsey. Original. Avon (1,184,000)

*** James Herriot's Dog Stories.** James Herriot. Reprint. St. Martin's (1,175,000)

'Till the Real Thing Comes Along. Iris Rainer Dart. Reprint. Bantam (1,170,000)

*** When All You've Ever Wanted Isn't Enough.** Harold Kushner. Reprint. Pocket (1,150,000)

The Celestial Bed. Irving Wallace. Reprint. Dell (1,135,000)

Favorite Son. Steve Sohmer. Reprint. Bantam (1,130,000)

Brotherhood of War Vol: VII: The New Breed. W.E.B. Griffin. Reprint. Jove/Berkley (1,125,000)

Shan. Eric Lustbader. Reprint. Fawcett/Crest (1,110,000)

Willow. Wayland Drew. Original. Del Rey (1,108,000)

*** Taming A Sea-Horse.** Robert B. Parker. Reprint. Dell (1,100,000)

Pale Kings and Princes. Robert B. Parker. Reprint. Dell (1,100,000)

*** Wiseguy.** Nicholas Pileggi. Reprint. Pocket (1,100,000)

Murder in the CIA. Margaret Truman. Reprint. Fawcett/Crest (1,100,000)

Veil. Bob Woodward. Reprint. Pocket (1,100,000)

Flight of the Old Dog. Dale Brown. Reprint. Berkley (1,100,000)

Bolt. Dick Francis. Reprint. Fawcett/Crest (1,100,000)

Bandits. Elmore Leonard. Reprint. Warner (1,091,498)

Southern Family. Gail Godwin. Reprint. Avon (1,075,000)

*** Texas.** James Michener. Reprint. Fawcett/Crest (1,075,000)

Sarum. Edward Rutherfurd. Reprint. Ivy/Ballantine (1,060,000)

*** Break In.** Dick Francis. Reprint. Fawcett/Crest (1,056,000)

Savages. Shirley Conran. Reprint. Pocket (1,050,000)

*** Perfume.** Patrick Suskind. Reprint. Pocket (1,050,000)

*** To Taste the Wine.** Fern Michaels. Original. Ballantine (1,040,000)

Vows. Lavyrle Spencer. Original. Jove/Berkley (1,020,000)

*** Stallion Gate.** Martin Cruz Smith. Reprint. Ballantine (1,016,000)

Omamori. Richard McGill. Reprint. Bantam (1,010,000)

Empire. Gore Vidal. Reprint. Ballantine (1,000,000)

*** London Match.** Len Deighton. Reprint. Ballantine (1,000,000)

Santorini. Alistair MacLean. Reprint. Fawcett/Crest (1,000,000)

*** Mayflower Madam.** Sydney Biddle Barrows. Reprint. Ivy/Ballantine (1,000,000)

Damnation Game. Clive Barker. Reprint. Charter/Berkley (1,000,000)

The Invaders Plan (Mission Earth Vol. 1). L. Ron Hubbard. Reprint. Bridge (1,000,000)

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1988: The Year in Summary

Title Output and Prices

Most categories hold steady in title production and prices

BY CHANDLER B. GRANNIS

American book title output in 1988 (Tables 1–5), according to preliminary figures from R. R. Bowker Co. sources, suggest that final totals will be somewhere near those of 1987 (*PW*, Oct. 7, 1988). In 1987, an overall total of 56,027 titles in all areas and formats was tallied, which marked an increase of more than 3000 over the 1986 total and was a record up to that time. So far in 1988, a possible decrease in mass market paperback titles is indicated, which may turn out to affect the final overall total. (The final compilation of 1988 data should be ready for publication by late summer.)

There are few surprises among the categories (Table 1), except that the extreme volatility in the travel book market is indicated by the fact that the preliminary total of new editions for 1988 already eclipses the final total for 1987—a sure indicator of a record year. A similar result can be seen in new editions of business books.

TABLE 1

AMERICAN BOOK TITLE PRODUCTION

CATEGORY	1986	1987 FINAL				1988 PRELIMINARY			
	ALL HARD	HARD & TRADE PAPER			ALL HARD	HARD & TRADE PAPER			ALL HARD
	& PAPER	Books	Editions	Totals	& PAPER	Books	Editions	Totals	& PAPER
Agriculture	564	548	97	645	652	488	85	573	575
Art	1,697	1,460	226	1,686	1,693	1,157	166	1,323	1,338
Biography	2,152	1,903	292	2,195	2,259	1,674	253	1,927	1,994
Business	1,604	1,088	346	1,434	1,462	993	370	1,363	1,375
Education	1,029	906	161	1,067	1,081	830	134	964	979
Fiction	5,578	3,264	402	3,666	6,298	2,953	253	3,206	5,144
General Works	2,484	2,232	307	2,539	2,620	1,741	290	2,031	2,083
History	2,471	2,310	544	2,854	2,882	2,117	410	2,527	2,550
Home Economics	1,103	930	136	1,066	1,168	733	123	856	929
Juveniles	4,516	4,000	278	4,278	4,642	3,699	206	3,905	4,212
Language	668	544	103	647	699	434	88	522	534
Law	1,385	1,149	392	1,541	1,544	820	305	1,125	1,129
Literature	2,145	2,024	293	2,317	2,358	1,717	231	1,948	1,982
Medicine	3,445	3,281	668	3,949	3,995	2,761	577	3,338	3,376
Music	356	283	66	349	352	222	50	272	273
Philosophy, Psychology	1,669	1,424	282	1,706	1,845	1,352	209	1,561	1,656
Poetry, Drama	1,278	1,141	80	1,221	1,236	979	81	1,060	1,106
Religion	2,788	2,474	360	2,834	2,850	2,004	287	2,291	2,306
Science	3,360	3,046	607	3,653	3,658	2,575	535	3,110	3,118
Sociology, Economics	7,912	6,987	1,049	8,036	8,115	6,180	878	7,058	7,119
Sports, Recreation	1,192	901	184	1,085	1,263	702	107	809	941
Technology	2,698	2,259	468	2,727	2,756	1,813	375	2,188	2,216
Travel	543	484	132	616	629	400	137	537	554
Total	52,637	44,638	7,473	52,111	56,027	38,344	6,150	44,494	47,489

NOTE: Figures for mass market paperbound book production are based on entries in *Paperbound Books in Print*. Other figures are from the *Weekly Record (American Book Publishing Record)* database.

TABLE 2

PAPERBACKS (EXCLUDING MASS MARKET)

CATEGORY	1986	1987 FINAL			1988 PRELIMINARY		
	TOTALS	NEW BOOKS	NEW ED'NS	TOTALS	NEW BOOKS	NEW ED'NS	TOTALS
Fiction	431	295	87	382	269	112	381
Nonfiction	15,502	13,463	2,855	16,318	11,470	2,526	13,996
Total	15,933	13,758	2,942	16,700	11,739	2,638	14,377

Among translations (Table 5), books translated from the French, which surpassed translations from German in 1984, seem to be drawing ahead solidly, with Russian continuing to gain in third place.

Average 1988 prices that Bowker has now recorded (Tables A–C) appear to have changed little except among mass market paperbacks, where the preliminary 1988 average is 14% over the final 1987 figure. Worthy of note is that, at least in these preliminary figures, the average trade paperback price seems to have leveled out after actually declining between 1986 and 1987. Science and technology titles, closely followed by medicine, remain the highest priced among the various categories.

Table D, based on manual counting of books advertised in *PW* Fall Announcements issues, shows only one noteworthy change between 1988 and the previous year, a 12.9% rise in the median price of hardcover novels.

Each of the 23 standard subject groups used here represents one or more specific Dewey Decimal Classification numbers as follows:

Agriculture, 630–639, 712–719; Art, 700–711, 720–779; Biography, 920–929, B; Business, 650–659; Education, 370–379; Fiction; General Works, 000–099; History, 900–909, 930–999; Home Economics, 640–649; Juveniles; Language, 400–499; Law, 340–349; Literature 800–810, 813–820, 823–899; Medicine, 610–619; Music, 780–789; Philosophy, Psychology, 100–199; Poetry, Drama, 811, 812, 821, 822; Religion, 200–299; Science, 500–599; Sociology, Economics, 300–339, 350–369, 380–399; Sports, Recreation, 790–799; Technology, 600–609, 620–629, 660–699; Travel, 910–919.

TABLE 3

MASS MARKET PAPERBACKS

CATEGORY	1986 FIN.	1987 FIN.	1988 PREL.
Agriculture	6	7	2
Art	3	7	15
Biography	76	64	67
Business	31	28	12
Education	20	14	15
Fiction	2,424	2,632	1,938
General Works	61	81	52
History	33	28	23
Home Econ.	97	102	73
Juveniles	461	364	307
Language	17	22	12
Law	4	3	4
Literature	35	41	34
Medicine	43	46	38
Music	10	3	1
Philosophy, Psychology	82	139	95
Poetry, Drama	27	15	46
Religion	25	16	15
Science	14	5	8
Sociology, Economics	55	79	61
Sports, Recreation	160	178	132
Technology	36	29	28
Travel	10	13	17
Total	3,730	3,916	2,995

TABLE 4

IMPORTED TITLES

HARD & TRADE PAPER ONLY

CATEGORY	1986	1987 FINAL			1988 PRELIMINARY		
	TOTALS	BOOKS	ED'NS	TOTALS	BOOKS	ED'NS	TOTALS
Agriculture	124	116	19	135	95	19	114
Art	168	117	11	128	102	7	109
Biography	188	152	21	173	154	9	163
Business	159	128	26	154	140	33	173
Education	220	263	13	276	193	15	208
Fiction	247	219	72	291	197	59	256
General Works	346	348	34	382	267	27	294
History	384	411	71	482	378	56	434
Home Econ.	42	32	7	39	26	2	28
Juveniles	112	104	5	109	75	2	77
Language	334	180	21	201	165	20	185
Law	190	179	46	225	140	29	169
Literature	261	277	18	295	259	27	286
Medicine	665	693	64	757	542	57	599
Music	60	59	7	66	56	5	61
Philosophy, Psychology	263	306	25	331	305	15	320
Poetry, Drama	216	168	12	180	150	33	183
Religion	141	139	24	163	126	13	139
Science	1,214	1,154	148	1,302	980	119	1,099
Sociology, Economics	1,635	1,617	119	1,736	1,397	122	1,519
Sports, Recreation	110	86	11	97	61	9	70
Technology	618	586	65	651	489	60	549
Travel	46	45	11	56	37	5	42
Total	7,749	7,379	850	8,229	6,334	743	7,077

TABLE 5

TRANSLATIONS INTO ENGLISH

HARD & TRADE PAPER ONLY

	ARABIC	CHINESE	DANISH	DUTCH	FINNISH	FRENCH	GERMAN	HEBREW	ITALIAN	JAPANESE	LATIN	NORWEGIAN	RUSSIAN	SPANISH	SWEDISH	YIDDISH	OTHER	TOTALS
1984 Final	16	27	27	38	10	355	425	28	97	64	42	4	181	97	21	10	N/A	1,466
1985 Final	8	27	17	40	5	416	369	29	92	59	30	13	182	86	28	15	N/A	1,412
1986 Final	29	29	26	48	3	485	470	45	110	116	36	9	185	93	26	11	N/A	1,791
1987 Final	33	39	24	45	3	580	486	45	115	65	38	16	245	130	36	9	N/A	1,908
1988 Prel.	27	29	21	42	4	495	428	38	112	85	36	11	204	112	42	8	N/A	1,634

NOTE: "Total" covers only the languages listed here.

TABLE A

HARDCOVER AVERAGE PER-VOLUME PRICES*

CATEGORY	1977 PRICES	1986 VOLS.	1986 PRICES	1987 VOLS.	1987 PRICES	1988 PRELIMINARY VOLS.	1988 PRELIMINARY $ TOTAL	1988 PRELIMINARY PRICES
Agriculture	$16.24	391	$39.26	423	$46.24	377	$18,418.91	$48.85
Art	21.24	996	35.41	1,004	37.71	816	32,506.23	39.83
Biography	15.34	1,446	22.96	1,542	25.04	1,369	35,327.60	25.80
Business	18.00	1,115	30.72	1,032	33.31	966	36,321.44	37.59
Education	12.95	559	26.11	669	31.58	549	18,400.23	33.51
Fiction	10.09	2,212	16.84	2,499	18.19	1,992	35,544.73	17.84
General Works	30.99	1,511	38.97	1,623	43.81	1,250	61,609.44	49.28
History	17.12	1,598	28.44	1,954	31.74	1,722	57,226.88	33.24
Home Economics	11.16	532	18.97	558	20.13	411	8,864.43	21.56
Juveniles	6.65	3,066	10.64	3,162	11.48	3,003	35,802.31	11.92
Language	14.96	351	32.80	361	37.80	298	11,657.93	39.12
Law	25.04	958	49.20	1,097	49.65	812	40,549.15	49.93
Literature	15.78	1,359	25.73	1,537	28.70	1,310	40,364.20	30.81
Medicine	24.00	2,643	49.99	3,065	57.68	2,565	165,933.49	64.69
Music	20.13	222	32.59	224	35.82	177	6,507.03	36.76
Philosophy, Psychology	14.43	991	29.65	1,090	33.32	950	33,347.24	35.10
Poetry, Drama	13.63	617	25.11	699	28.46	586	15,935.55	27.19
Religion	12.26	1,171	21.60	1,226	24.51	1,003	26,978.99	26.89
Science	24.88	2,559	55.65	2,815	62.16	2,455	163,165.31	66.46
Sociology, Economics	29.88	5,043	30.34	5,393	34.38	4,791	174,568.61	36.43
Sports, Recreation	12.28	573	23.25	586	23.96	438	11,192.75	25.55
Technology	23.61	1,904	55.00	1,988	60.24	1,635	103,471.03	63.28
Travel	18.44	218	24.32	227	28.07	179	4,786.46	26.74
Total	$19.22	32,035	$32.43	34,774	$36.28	29,654	$1,138,499.94	$38.39

TABLE A-1

HARDCOVER AVERAGE PER-VOLUME PRICES—LESS THAN $81

CATEGORY	1985 PRICES	1986 VOLS.	1986 PRICES	1987 VOLS.	1987 PRICES	1988 PRELIMINARY VOLS.	1988 PRELIMINARY $ TOTAL	1988 PRELIMINARY PRICES
Agriculture	$29.99	356	$31.89	363	$32.44	300	$ 9,614.61	$32.04
Art	30.05	961	31.63	959	33.07	773	26,092.23	33.75
Biography	20.81	1,431	21.66	1,514	22.75	1,347	32,092.15	23.82
Business	27.27	1,088	28.44	1,007	30.48	925	30,736.69	33.22
Education	24.02	556	25.75	654	29.37	539	17,193.23	31.89
Fiction	15.24	2,197	15.89	2,470	17.02	1,989	35,194.73	17.69
General Works	29.05	1,441	31.86	1,518	34.22	1,139	41,435.54	36.37
History	25.41	1,578	27.04	1,906	29.58	1,684	51,640.48	30.66
Home Economics	17.11	528	18.41	554	19.23	410	8,749.43	21.34
Juveniles	9.95	3,062	10.47	3,157	11.29	3,001	35,628.66	11.87
Language	27.61	340	30.24	345	33.26	284	10,062.03	35.42
Law	35.87	863	37.28	953	37.40	704	26,609.90	37.79
Literature	23.46	1,346	24.63	1,515	28.97	1,292	37,824.70	29.27
Medicine	36.29	2,235	37.34	2,405	38.33	1,832	74,037.56	40.41
Music	27.72	217	26.30	216	31.92	173	5,988.08	34.61
Philosophy, Psychology	27.34	980	28.48	1,062	31.48	916	29,862.64	32.60
Poetry, Drama	20.90	610	22.82	679	24.99	577	14,975.55	25.95
Religion	18.88	1,162	20.08	1,210	23.09	994	25,986.64	26.14
Science	40.06	2,122	40.96	2,186	43.02	1,765	76,014.66	43.06
Sociology, Economics	27.91	4,978	28.89	5,266	31.65	4,650	155,960.40	33.53
Sports, Recreation	21.36	571	21.77	582	23.32	438	11,192.75	25.55
Technology	38.60	1,630	39.88	1,622	41.68	1,259	53,646.86	42.61
Travel	22.07	216	23.74	221	24.45	177	4,446.46	25.12
Total	$26.57	30,468	$27.15	32,364	$28.96	27,168	$814,985.98	$29.99

TABLE B

MASS MARKET PAPERBACKS AVERAGE PER-VOLUME PRICES

CATEGORY	1986 PRICES	1987 VOLS.	1987 PRICES	1988 PRELIMINARY VOLS.	1988 PRELIMINARY $ TOTAL	1988 PRELIMINARY PRICES
Agriculture	$ 6.04	6	$ 3.56	2	$ 8.45	$ 4.23
Art	9.80	7	12.38	15	150.24	10.02
Biography	5.15	62	5.10	67	416.35	6.21
Business	7.73	28	6.39	12	92.00	7.67
Education	7.28	14	5.99	15	107.80	7.19
Fiction	3.46	2,571	3.59	1,938	7,747.56	4.00
General Works	5.07	80	5.40	52	355.80	6.85
History	5.17	28	4.90	23	163.05	7.09
Home Economics	6.23	99	6.69	73	480.70	6.59
Juveniles	2.71	363	2.80	307	963.90	3.14
Language	5.28	22	4.94	12	79.50	6.63
Law	3.98	3	3.98	4	18.35	4.59
Literature	4.92	40	4.50	34	183.95	5.41
Medicine	7.18	46	6.28	38	264.75	6.97
Music	4.21	3	7.45	1	7.95	7.95
Philosophy, Psychology	5.07	137	4.96	95	576.05	6.06
Poetry, Drama	5.76	13	5.05	46	184.90	4.02
Religion	3.84	16	3.71	15	72.00	4.80
Science	5.91	5	4.55	8	44.15	5.52
Sociology, Economics	5.32	78	5.63	61	343.60	5.63
Sports, Recreation	4.09	175	4.97	132	780.25	5.91
Technology	12.08	29	11.52	28	493.15	17.61
Travel	5.02	13	7.15	17	185.15	10.89
Total	$3.86	3,838	$4.00	2,995	$13,719.60	$4.58

TABLE C

TRADE PAPERBACKS AVERAGE PER-VOLUME PRICES

CATEGORY	1977 PRICES	1986 VOLS.	1986 PRICES	1987 VOLS.	1987 PRICES	1988 PRELIMINARY VOLS.	1988 PRELIMINARY $ TOTAL	1988 PRELIMINARY PRICES
Agriculture	$ 5.01	149	$13.22	190	$14.21	169	$ 2,879.21	$17.03
Art	6.27	641	15.46	640	15.21	487	7,471.88	15.34
Biography	4.91	591	11.32	608	10.18	529	5,882.44	11.11
Business	7.09	421	18.56	376	17.53	376	6,808.59	18.10
Education	5.72	412	14.01	376	18.29	402	6,032.72	15.00
Fiction	4.20	897	8.64	1,124	9.26	1,171	11,999.71	10.24
General Works	6.18	828	28.44	871	21.57	737	17,385.51	23.58
History	5.81	766	14.55	843	13.51	769	10,514.41	13.67
Home Economics	4.77	450	9.96	491	10.26	431	5,022.27	11.65
Juveniles	2.68	906	5.71	1,024	11.66	829	5,018.07	6.05
Language	7.79	287	14.31	270	14.15	212	3,231.02	15.24
Law	10.66	364	17.46	384	22.02	286	7,029.71	24.57
Literature	5.18	712	13.19	730	12.53	610	7,950.76	13.03
Medicine	7.63	692	19.34	838	17.74	738	14,066.70	19.06
Music	6.36	117	13.67	117	13.29	90	1,251.40	13.90
Philosophy, Psychology	5.57	564	13.36	588	12.96	580	7,682.18	13.24
Poetry, Drama	4.71	596	10.02	500	9.33	458	4,688.60	10.23
Religion	3.68	1,525	9.26	1,576	9.24	1,257	12,714.41	10.11
Science	8.81	707	23.27	762	22.04	602	13,570.27	22.54
Sociology, Economics	6.03	2,597	16.76	2,490	15.79	2,140	35,330.72	16.50
Sports, Recreation	4.87	430	11.49	476	11.51	364	4,443.82	12.20
Technology	7.97	682	25.55	688	25.69	523	11,958.54	22.86
Travel	5.21	299	10.91	377	10.99	351	4,042.45	11.51
Total	$5.93	15,633	$14.86	16,339	$14.55	14,111	$206,975.39	$14.66

TABLE D

THREE CLOTH CATEGORIES—*PW* ANNOUNCEMENT FALL ADS

NOVELS*	AVG.	MED.	BIOGRAPHY*	AVG.	MED.	HISTORY***	AVG.	MED.
1988—209 vols./39 pubs.	$18.48	$18.95	1988—132 vols./55 pubs.	$25.29	$22.50	1988—154 vols./68 pubs.	$27.17	$24.95
1987—198 vols./42 pubs.	$17.90	$16.95	1987—115 vols./64 pubs.	$25.30	$19.95	1987—182 vols./66 pubs.	$27.05	$24.95
1986—305 vols./53 pubs.	$17.13	$16.95	1986—125 vols./53 pubs.	$22.28	$19.95	1986— 73 vols./24 pubs.	$28.99	$24.95
1985—219 vols./49 pubs.	$16.53	$16.95	1985—137 vols./60 pubs.	$22.09	$19.50	1985—179 vols./70 pubs.	$24.25	$25.00
1984—172 vols./42 pubs.	$16.46	$15.95	1984—134 vols./60 pubs.	$21.75	$18.95	1984—149 vols./79 pubs.	$24.77	$22.50
1983—214 vols./42 pubs.	$15.27	$14.95	1983—150 vols./62 pubs.	$20.74	$18.50	1983—172 vols./51 pubs.	$21.90	$20.00
1982—177 vols./41 pubs.	$14.75	$14.95	1982—140 vols./62 pubs.	$20.43	$18.95	1982—152 vols./64 pubs.	$22.88	$19.50

*Not Mystery, Western, SF, Light Romances

**Includes Leters, Diaries, Memoirs

***Not ARt Books

THE DESSAUER REPORT

BY JOHN P. DESSAUER

1988 Sales Finish Strongly

Although Adult Trade Hardbound books took a nosedive toward the end, and Book Club sales were further weakened, industry sales as a whole ended the year with healthy gains in both dollars and units. The increases were widely distributed, furthermore, with Mass Market Paperbacks continuing an improved unit performance, Mail Order Publications finally recovering, and Professional and College Textbooks contributing impressively to the total. The fourth-quarter collapse of Adult Hardbounds was a surprise; the AAP sample reported only a 1.8% dollar gain in this category for the year. However, the solid performance of small presses made a difference in this and other brackets again this year, particularly in the sales by independent bookstores.

Independents bookstores also contributed significantly to the General Retailer results, and College Stores benefited from improved textbook sales. In all, the industry had not posted as sustained a record of improvement as that of 1987–88, since 1980–81. The outlook for 1989, therefore, appears bright.

To close on a personal note, this is my last estimate in this series, as I am retiring after eighteen years as a *PW* contributing editor. It has been a privilege for me to serve *PW*'s readership, to whom I warmly wish future good fortune and success. ☐

ESTIMATED PUBLISHERS' NET BOOK SALES—FOURTH QUARTER 1988

Millions of Dollars and Units

	Oct.–Dec. 1988		Oct.–Dec. 1987		Percent Change		Jan.–Dec. 1988		Jan.–Dec. 1987		Percent Change	
	Dollars	**Units**	**Dollars**	**Units**	**Dollars**	**Units**	**Dollars**	**Units**	**Dollars**	**Units**	**Dollars**	**Units**
Trade	1,229.4	263.86	1,104.6	240.54	11.3	9.7	3,973.6	851.60	3,537.6	767.67	12.3	10.9
Adult Hardbound	664.4	93.79	634.8	93.06	4.7	0.8	2,009.3	281.39	1,911.8	277.98	5.1	1.2
Adult Paperbound	318.5	72.25	261.0	63.56	22.0	13.7	1,145.7	259.93	946.8	230.59	21.0	12.7
Juvenile Hardbound	166.4	56.09	137.5	42.46	21.1	32.1	544.6	166.08	456.9	128.70	19.2	29.0
Juvenile Paperbound	80.1	41.73	71.4	41.47	12.2	0.6	274.1	144.20	222.1	130.40	23.4	10.6
Religious	238.3	39.45	216.1	39.76	10.3	(0.8)	765.2	132.20	720.3	137.96	6.2	(4.2)
Hardbound	171.6	17.95	153.6	17.87	11.8	(0.4)	547.2	59.79	511.9	62.56	6.9	(4.4)
Paperbound	66.7	21.50	62.5	21.89	6.7	(1.8)	218.0	72.41	208.4	75.40	4.6	(4.0)
Professional	890.1	59.21	802.2	54.40	11.0	8.8)	2,964.5	200.21	2,720.6	187.38	9.0	6.8
Hardbound	578.0	18.52	525.9	17.61	9.9	(5.2)	1,924.5	62.57	1,783.6	60.63	7.9	3.2
Paperbound	312.2	40.69	276.3	36.79	13.0	10.6	1,040.1	137.65	937.0	126.75	11.0	8.6
Book Club	157.4	23.63	161.4	25.12	(2.5)	(5.9)	645.7	98.49	645.7	103.56	0.0	(4.9)
Hardbound	131.2	9.25	135.1	9.97	(2.9)	(7.2)	540.8	39.24	540.2	41.10	0.1	(4.5)
Paperbound	26.2	14.37	26.4	15.15	(0.6)	(5.1)	104.9	59.25	105.4	62.46	0.5	(5.1)
Mail Order Publications	141.2	26.63	123.9	24.39	13.9	9.2	642.4	124.10	587.2	118.49	9.4	4.7
Mass Market Paperbacks	247.2	138.10	223.1	136.01	10.8	(1.5)	1,115.3	656.06	1,013.9	607.24	10.0	8.0
University Presses	40.0	2.96	34.7	2.89	15.0	2.5	134.3	10.17	120.6	10.42	11.4	2.4
Hardbound	27.8	1.10	24.4	1.09	14.0	0.5	96.8	4.06	87.0	4.17	11.3	2.7
Paperbound	12.2	1.87	10.4	1.80	17.4	3.8	37.5	6.11	33.6	6.25	11.5	2.2
Elhi Text	221.3	25.66	210.5	26.69	5.1	(3.9)	1,770.2	210.08	1,684.3	219.08	5.1	(4.1)
Hardbound	125.4	9.97	120.3	10.44	4.2	(4.5)	1,002.6	82.18	962.1	86.31	4.2	(4.8)
Paperbound	96.0	15.69	90.3	16.25	6.3	(3.5)	767.7	127.90	772.2	132.77	6.3	(3.7)
College Text	573.1	42.06	509.4	37.35	12.5	12.6	1,868.1	134.50	1,679.3	123.52	11.2	8.9
Hardbound	488.1	29.14	431.6	25.35	13.1	15.0	1,592.2	92.95	1,422.9	84.32	11.9	10.2
Paperbound	85.0	12.92	77.8	12.00	9.3	(7.6)	275.9	41.55	256.4	39.20	7.6	(6.0)
Subscription Ref.	61.3	0.14	61.2	0.15	0.2	(4.7)	216.9	0.51	216.2	0.53	0.3	(4.7)
Total	**3,799.4**	**621.70**	**3,447.2**	**587.31**	**10.2**	**5.9**	**14,096.2**	**2,417.90**	**12,925.7**	**2,275.85**	**9.1**	**6.2**

ESTIMATED DOMESTIC CONSUMER EXPENDITURES ON BOOKS—FOURTH QUARTER 1988

Millions of Dollars and Units

	Oct.–Dec. 1988		Oct.–Dec. 1987		Percent Change		Jan.–Dec. 1988		Jan.–Dec. 1987		Percent Change	
	Dollars	**Units**	**Dollars**	**Units**	**Dollars**	**Units**	**Dollars**	**Units**	**Dollars**	**Units**	**Dollars**	**Units**
General Retailers	2,718.7	420.84	2,429.8	395.08	11.9	6.5	8,456.2	1,204.58	7,543.4	1,100.89	12.1	9.4
College Stores	399.0	36.05	360.0	33.83	10.9	6.6	3,344.2	283.41	3,026.5	265.47	10.5	6.8
Libraries & Institutions	366.4	24.25	342.9	24.51	6.8	1.1	1,576.2	100.71	1,452.7	99.43	8.5	1.3
Schools	165.3	19.99	158.3	20.67	4.4	(3.3)	2,035.8	235.35	1,955.6	244.76	4.1	(3.8)
Direct to Consumer	743.9	90.17	697.0	88.67	6.7	(1.7)	2,503.7	292.83	2,373.2	289.94	5.5	(1.0)
Other	94.0	38.68	87.5	38.21	7.4	1.2	340.7	133.60	302.3	121.30	12.7	10.1
Total	**4,487.3**	**629.98**	**4,075.4**	**600.98**	**10.1**	**4.8**	**18,256.8**	**2,250.49**	**16,653.7**	**2,121.80**	**9.6**	**6.1**

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Magazines in the Bookstore: The Ups & Downs

Literary Magazines and Publishers • 'Edwardian Lady' Strikes Again

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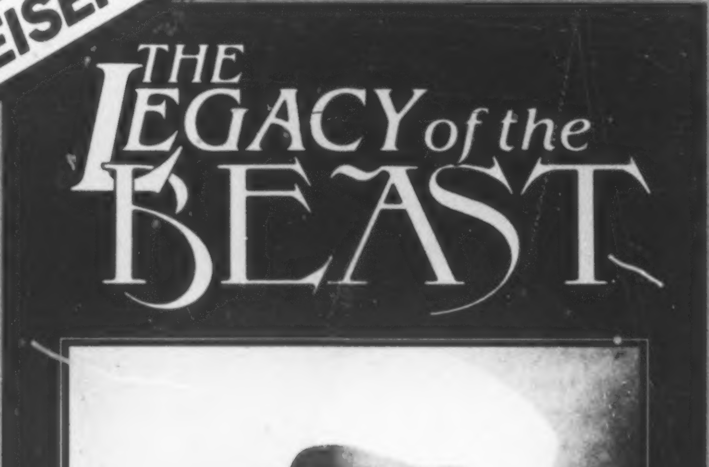
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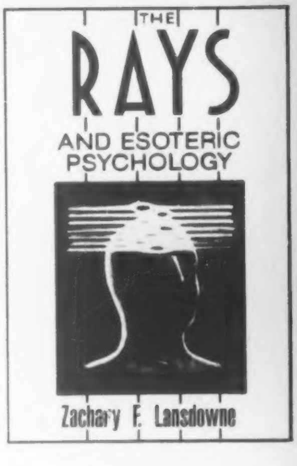
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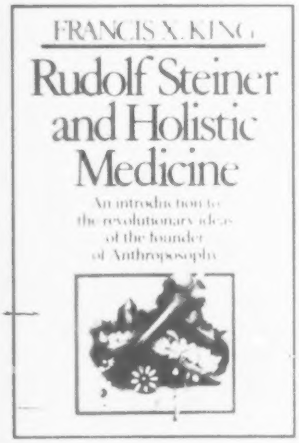
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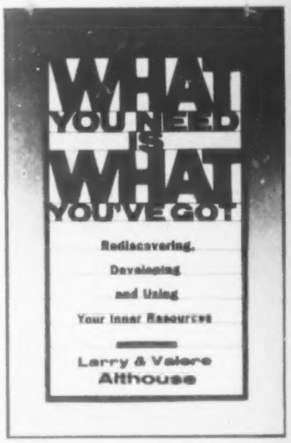
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Publishers Weekly

VOLUME 235 NUMBER 13
ISSN 0000-0019

THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING

MARCH 31, 1989

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Dodd, Mead Operations Suspended over Arbitration

With its business operations suspended pending the outcome of arbitration, Dodd, Mead's fortunes took another gloomy turn as the company announced that it would pay only seven cents on the dollar on royalties owed its authors and on other debts to unsecured creditors.

In a letter sent to its authors, the company said, "This letter is perhaps the epitaph of a one hundred and fifty year-old publishing tradition. However, further attempts to keep Dodd, Mead alive will only reduce the available assets and deprive you of any payment on account of your obligation."

As outlined in its letter the company's problems are twofold. The company is currently in arbitration in New York City with its fulfillment house, Metro Services Inc., which claims over $300,000 in damages. Metro Services has refused to accept or ship any book orders until the arbitrator's decision is reached, effectively putting Dodd, Mead out of business. Dodd, Mead believes that Metro Services's claim is "substantially without merit." However, a court has refused to order the fulfillment house to continue performing services.

In addition, in the spring of 1988 Dodd, Mead's principal manufacturer, Maple-Vail Book Manufacturing Group, obtained a lien and security interest on account of a claim, acknowledged by Dodd, Mead, of "six-figure indebtedness," estimated at less than $200,000 by Dodd, Mead attorney Jeffrey L. Zivyak. The manufacturer Maple-Vail has now brought suit on that lien and on other disputed claims against Dodd, Mead.

Calling a substantial portion of its accounts receivables "non-collectible," Dodd, Mead has settled on a formula consisting of "substantially all of the available cash" assets of $59,500 divided by the total unsecured indebtedness to authors and trade creditors (suppliers) of $851,000. Using this formula the company announced royalty payments yielding seven cents on the dollar.

Jerome Grossman, chairman of Dodd, Mead, was unavailable for comment, but Zivyak of the Breslow & Walker law firm said the publisher was trying to avoid declaring bankruptcy. "Based on the Stein & Day situation we feel that authors' interests are not served by bankruptcy and we're trying to come up with some equitable way to satisfy them."

Phil Matera, national book grievance officer of the National Writers Union, said the union was "still deliberating the options. A lot of questions remain unanswered about the company's assets. They want to avoid formal bankruptcy but at the moment it's as if they're in an informal bankruptcy with no monitoring." Echoing Zivyak, Matera said the union was undecided on whether to attempt to force the company into bankruptcy. "The rights to these titles would go into legal limbo," shutting off authors from both royalties and the titles to their books.

Helen Stevenson, executive director of the Authors Guild, said the Guild's lawyers were studying options.

—CALVIN REID

Two Macmillan of Canada Officers Acquire Colbert Literary Agency

Two Macmillan of Canada executives—publisher Linda McKnight and president Arnold Gosewich—have purchased the Colbert Agency Inc. and will leave their posts at Macmillan to become managing partners of Canada's largest literary agency.

Agency founder Nancy Colbert, with her family partners Stanley and David Colbert, left the agency in February to become majority owners of Harper & Collins Publishers (News of the Week, Feb. 24).

All parties declined to discuss financial arrangements of the ownership transfer. The agency staff will remain intact, although the offices will be relocated and the name will be changed.

McKnight, who is executive vice-president as well as publisher at Macmillan, was formerly president of McClelland & Stewart. Among authors with whom she has worked are Margaret Laurence, Pierre Berton, Margaret Atwood, Peter Newman, Robertson Davies, Farley Mowat and Neil Bissoondath.

Gosewich, who has been president and chief operating officer of Macmillan since 1982, spurred development of the paperback imprint and enlarged the subsidiary rights activities, with special emphasis on television and film sales. He has been president of Gordon V. Thompson Music and vice-president of Canada Publishing Corp.

60 Countries To Participate In London Fair

The London International Book Fair, which takes place April 3–5 at the Olympia 2 Exhibition Halls, has ensured media attention by announcing that the guest of honor at the opening reception is to be Edwina Currie, the junior minister whose comments on the state of the egg industry in Britain sparked off vigorous public debate on health standards and eventually led to her resignation. A brand-new Sidgwick & Jackson and Pan author—her book on the nation's health will be published in October—Currie will tour the fair with Lord Stockton (formerly Alexander Macmillan), chairman of Sidgwick and Pan's parent Macmillan.

The fair is increasingly living up to its "International" tag, with over 60 countries represented among its 450 stands representing more than 700 companies. A new feature is a series of international pavilions grouped on the first floor close to the bookshop run by the W. H. Smith chain. Group stands have been taken by U.S. publishers, French children's houses, and contingents from Canada, India, Italy and Singapore.

Issues of interest to the international book trade will be aired at a seminar on the merits and disadvantages of resale price maintenance for books, and at a meeting of Galc, the European booksellers' grouping.

—VIVIENNE MENKES

AAP Sales Report for January

Category	% change, January	% change, YTD
Adult hardcover	39.6	39.6
Adult paperback	6.0	6.0
Juvenile hardcover	12.8	12.8
Juvenile paperback	25.7	25.7
Univ. Pr. hardcover	15.1	15.1
Univ. Pr. paperback	34.9	34.9
Bibles, etc.	-9.0	-9.0
Mass market paperback	-0.8	-0.8
Book club	-8.4	-8.4
Mail order	27.8	27.8
Sci-tech	4.9	4.9
College texts	16.7	16.7
School texts	10.0	10.0

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5/1/89

Remaindering: The Conglomerates Arrive

Selling Children's Books to the Chains

Booksellers to Publishers: What Helps the Sale

Publishers Weekly

CAHNERS/R.R. BOWKER PUBLICATION *THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING* APRIL 28, 1989 $2.50

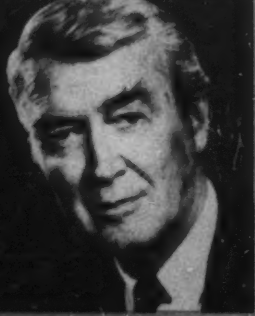
The CROWN PUBLISHING GROUP • Fall 1989

Jimmy Stewart
& His Poems

Beverly Hills
by Pat Booth

Army Blue
by Lucian K. Truscott IV

Martha Stewart's
Christmas



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The CROWN PUBLISHING GROUP

Beverly Hills

by Pat Booth

With *Palm Beach* and *The Sisters* reaching best seller lists everywhere, Pat Booth established herself as a witty, daring, and very savvy author of popular fiction. In her newest novel, *Beverly Hills*, Booth takes readers inside this country's most luxurious playground to witness the vicious clash between two beautiful women. The stakes: Hollywood's most sought-after superstar—and everything he owns. On intimate terms with the cutting edge of California style and glamour, Pat Booth has created an electrifying novel that reveals a fascinating part of our culture as no one ever has before.

- 100,000 First Printing
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- National Print and Billboard Advertising
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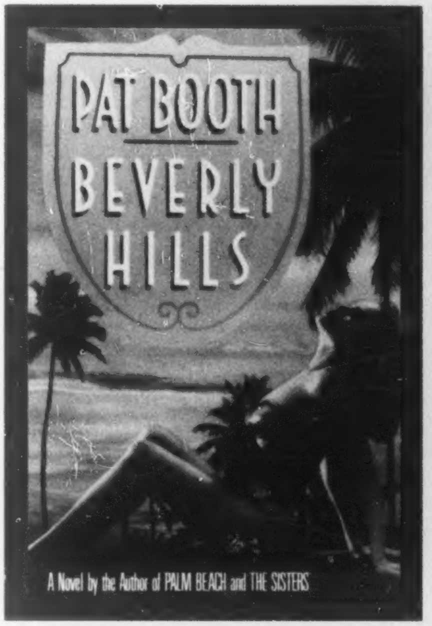

Army Blue

by Lucian K. Truscott IV

Lucian K. Truscott IV created a national sensation when his first novel, *Dress Gray*, became a national best seller and a highly successful TV mini-series. Now his long-awaited second novel will spellbind readers once again. It is 1970, at the height of the Vietnam War, and a young Lieutenant—a third-generation member of an illustrious Southern military family—faces court martial for desertion in the face of the enemy. Exploding outward from this pivotal event, *Army Blue* sweeps the reader from the trenches of World War II to the foxholes of Vietnam as it probes the intense bonds and pressures that unite and divide an extraordinary military family—and America itself.

- 75,000 First Printing
- National Advertising
- National Author Tour
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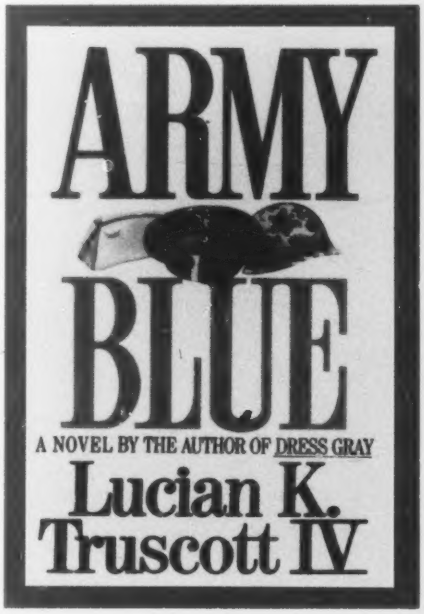

Publishers Weekly is published weekly by Bowker Magazine Group, Cahners Magazine Division, Terrence M. McDermott, President; Jerry D. Neth, Vice President/Publishing Operations; J. J. Walsh, Financial Vice President/Magazine Division; Thomas J. Dellamaria, Vice President/Production & Manufacturing. Bowker Magazine Group is also an affiliate of R. R. Bowker Co., Gordon Graham, Chairman of the Board; Ira Siegel, President. Copyright © 1988 by Reed Publishing, USA; Saul Goldweitz, Chairman; Ronald G. Segel, President & Chief Executive Officer; Robert L. Krakoff, Executive Vice President; William M. Platt, Sr. Vice-President. Printed in the U.S.A. SUBSCRIPTION: U.S.A.: 1 year $97, 2 years $165, 3 years $233. Canada: 1 year $177, 2 years $301, 3 years $425. Air delivery to all other countries: 1 year $260, 2 years $442, 3 years $624. (Remit in U.S. funds only.) Single copy $5.00, announcements $10.00 each. Prepayment required. Send single copy requests to: Publishers Weekly, P. O. Box 1979, Marion, OH 43302. PUBLICATION ADDRESS: Publishers Weekly, P.O. Box 1979, Marion, OH 43302. *Address editorial and advertising correspondence to* 249 West 17th Street, New York, NY 10011; telephone: 212/645-0067; telex: 12-7703. *Address circulation correspondence and changes of address to* Publishers Weekly, P.O. Box 1979, Marion, OH 43302; telephone 1-800-669-1002; in Alaska, Hawaii, Canada, and all other countries, telephone: 614-382-3322. Second-class postage paid at New York, N.Y., and additional mailing offices. POSTMASTER: Send address changes to *Publishers Weekly*, P.O. Box 1979, Marion, OH 43302. Cahners Publishing Company, a Division of Reed Publishing USA ☐ Specialized Business Magazines for Building & Construction, Manufacturing, Foodservice & Lodging, Electronics & Computers, Interior Design, Printing, Publishing, Industrial Research & Technology, Health Care, and Entertainment. ☐ Specialized Consumer Magazines: *American Baby* and *Modern Bride*.

Publishers Weekly

VOLUME 235 NUMBER 17
ISSN 0000-0019

THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING

APRIL 28, 1989

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By Will Nixon

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Senate Antitrust Unit Gives Cool Response to Time-Warner

The proposed Time-Warner merger that received accolades during a hearing in the House of Representatives faced a different reception in the Senate April 12.

Sen. Howard M. Metzenbaum (D., Ohio), chairman of the Senate Antitrust Subcommittee, scorned the proposed merger because it included the wedding of two of the largest cable-system corporations in the country. In the past, Metzenbaum has made clear his displeasure with that industry.

At the House hearing, subcommittee members praised the merger because it was between two American companies and did not lead to further foreign ownership of U.S. media.

At his hearing, however, Metzenbaum said, "The Time-Warner merger portends accelerated concentration in the media and entertainment industries as a whole. The ever-shrinking number of players in those industries not only could undermine competition, but also threatens to reduce the diversity of information and entertainment sources."

Metzenbaum had asked the Justice Department earlier to look into possible antitrust implications of the merger, but the department issued an opinion a few days before the hearing that a Time-Warner corporation would not hurt competition in any of the industries in which they are involved.

Gerald M. Levin, Time Inc. vice-chairman, told the Senate panel his company was pleased with the Justice Department decision, and added that "Time Warner Inc. will be a preeminent media entertainment company," that includes book publishing.

In that end of the new giant's operations, he said, it will be better able to compete with Bertelsmann, "a company that competes with Warner in the music business and with Time Inc. in publishing magazines and books." He noted that Bertelsmann currently dominates direct marketing in Europe, which gives it enormous leverage over competitors from other nations, including the U.S.

—HOWARD FIELDS

House Is Likely to Support USPS Removal from Federal Budget

A House of Representatives subcommittee, virtually assured of the support of a vast majority of the 435 members of the full House, voted April 13 to remove the U.S. Postal Service from the federal budget process.

Similar legislation failed to win passage last year when the U.S. Senate ran out of time at the end of the session.

Rep. Frank Horton (R., N.Y.), ranking Republican of the Post Office subcommittee, said that this year there are at least 354 House members on record as favoring the legislation to remove the USPS from the budget.

The legislation was inspired when the Reagan administration ordered cuts in the postal service as part of a general budget-cutting process, even though the service generates its own revenue through postal rates.

The "revenue forgone" that the postal service receives through federal appropriations in order to send mail to and from nonprofit institutions, such as libraries, at less than cost would not be affected directly by the budget-removal process. But it already has affected service in the form of reduced hours and construction delays. —H.F.

AAP Sales Report for February

Category	% change, February*	% change, YTD
Adult hardcover	18.3	15.8
Adult paperback	18.4	13.9
Juvenile hardcover	18.6	14.4
Juvenile paperback	30.9	33.7
Univ. pr. hardcover	14.9	15.3
Univ. pr. paperback	13.2	15.3
Bibles, etc.	-9.8	-1.8
Mass market paperback	-14.2	-7.7
Book club	5.4	0.8
Mail order	26.4	33.9
Sci-tech	-6.8	1.5
College texts	-8.8	8.7
School texts	-15.9	-5.0

**Percent changes measured against same time periods, 1988.*

'PW' to Sponsor International Fair in Tokyo

The first international book fair to be held in Tokyo will take place from February 27 to March 1, 1990, under the sponsorship of *Publishers Weekly*.

Organized by Cahners Exposition (Japan) Ltd., with the support of leading publishing trade associations in the country as well as major foreign embassies and trade missions—including the U.S. Embassy and the British Council—the fair will be run on an annual basis. It will be held in the Tokyo International Trade Center (Harumi).

According to Peter Yapp, Hong Kong-based executive vice-president of Reed Exhibition Companies, Cahners Exposition's parent group, the aim of the fair is to bring together both overseas and domestic publishers "on a scale never before seen in Japan." He notes that Japan is the world's second largest book market, doing an annual business of about $15 billion (U.S.), and that reading is a major Japanese leisure pastime. English is compulsory in the schools.

Yapp says the fair organizers are expecting about 20,000 visitors, including booksellers, wholesalers and distributors, librarians, educational and research establishments and agents. Audio products and translation services, in addition to book publishers, will be among the exhibitors.

The decision to launch the fair, he said, was taken after consultation with Japanese book industry people, and mindful of the fact that "the Japanese government, through its policy aimed at reducing the trade imbalance, encourages international organizations to sell into the Japanese domestic market."

Cahners Exposition is the leading independent trade show organizer in Japan, and an associate company, Industrial and Trade Fairs Ltd., runs the International London Book Fair.

For further information, call Peter Taylor at (203) 964-0000.

Bertelsmann Earnings Rise

Noting that most of its American companies are exceeding their annual budget projections, Bertelsmann said net income for the current fiscal year will increase by 17% to DM 420 million ($233 million) from last year's DM 362 million ($201 million).

It expects revenues to rise to DM 12.2 billion ($6.78 billion) for the year ending June 30, up from DM 11.3 billion ($6.3 billion) last year.

1988 Top Sellers: The Year's Most Successful New Children's Books

The following is a listing of children's hardcovers, published in 1988 or late 1987, that sold over 50,000 copies during 1988. The sales figures of some titles were submitted to PW in confidence, for use only in placing them in their correct positions on the lists. Later this spring we'll publish a list of all-time children's bestsellers, both hardcover and paperback.

Above $5

Dear Mili by Wilhelm Grimm, translated by Ralph Manheim, illus. by Maurice Sendak (Farrar, Straus & Giroux/di Capua, 1988) *275,990 sold*

Where's Waldo? by Martin Handford (Little, Brown, 1987) *150,000 sold*

Downy Duckling by Demi (Grosset & Dunlap, 1988) *117,578 sold*

Sing a Song of Popcorn, compiled by Beatrice Schenk de Regniers et al. (Scholastic, 1988) *117,000 sold*

Owl Moon by Jane Yolen, illus. by John Schoenherr (Philomel, 1987) *112,492 sold*

Cuddly Chick by Demi (Grosset & Dunlap, 1988) *106,924 sold*

The Way Things Work by David Macaulay (Houghton Mifflin, 1988) *101,317 sold*

Spot's Big Book of Words by Eric Hill (Putnam, 1988) *101,012 sold*

Find Waldo Now by Martin Handford (Little, Brown, 1988) *1[illegible],000 sold*

I Am Not Going to Get Up Today by Dr. Seuss, illus. by James Stevenson (Random, 1987) *82,248 sold*

Just As Long As We're Together by Judy Blume (Orchard, 1987)

READING IS GOOD FOR YOU
BOOKS

Sheri Marcus

The Glow-in-the-Dark Night Sky Book by Clint Hatchett, illus. by Stephen Marchesi (Random, 1988) *67,592 sold*

The Little Engine that Could (Playland Books, 1988) *65,461 sold*

Spot's First Easter by Eric Hill (Putnam, 1988) *64,418 sold*

Garfield's Night Before Christmas by Jim Davis (Grosset & Dunlap, 1988) *63,052 sold*

The Big Golden Book of Dinosaurs by Mary Elting, illus. by Christopher Santoro (Golden, 1988) *58,643 sold*

Tail Feathers from Mother Goose, edited by Peter and Iona Opie (Little, Brown, 1988) *57,000 sold*

Spot Goes to the Farm by Eric Hill (Putnam, 1987) *56,354 sold*

Tomie dePaola's Book of Poems, selected and illus. by Tomie dePaola (Putnam, 1988) *55,321 sold*

The Year of the Perfect Christmas Tree by Gloria Houston, illus. by Barbara Cooney (Dial, 1988) *53,368 sold*

The Night Before Christmas by Clement Moore, illus. by Penny Ives (Putnam, 1988) *52,073 sold*

Linnea in Monet's Garden by Christina Björk, illus. by Lena Anderson (R & S Books, 1987) *51,200 sold*

The Magic Toyshop by Peter Seymour, illus. by Michael Welply (Simon & Schuster, 1988) *51,000 sold*

Below $5

The Story of the Easter Bunny by Sheila Black, illus. by Robyn Officer (Golden, 1988) *113,981 sold*

Baby's First Christmas by Tomie dePaola (Putnam, 1988) *102,206 sold*

Baby Donald's Busy Play Group, illus. by Darrell Baker (Golden, 1988) *71,494 sold*

Nothing to Do by Liza Alexander, illus. by Tom Cooke (Golden, 1988) *69,995 sold*

Just Like Ernie by Emily Thompson, illus. by Tom Cooke (Golden, 1988) *69,291 sold*

The Little Engine that Could Pudgy Word Book by Deborah Shine, illus. by Christina Ong (Grosset & Dunlap, 1988) *64,078 sold*

Baby's Animal Friends by Phoebe Dunn (Random, 1988) *63,736 sold*

Baby Farm Animals, illus. by Lucinda McQueen (Grosset & Dunlap, 1988) *58,498 sold*

Animal Babies by Rebecca Dickinson, illus. by Lisa Bonforte (Golden, 1988) *52,216 sold*

A Charlie Brown Christmas, adapted by Diane Namm, illus,. by Charles M. Schulz (Golden, 1988) *52,098 sold*

The Pudgy I Love You Book by Deborah Shine, illus. by Katherine Coville (Grosset & Dunlap, [illegible]988) *52,086 sold*

The Pudgy Noisy Book, by Deborah Shine, illus. by Kathleen McCord (Grosset & Dunlap, 1988) *51,626 sold* ☐

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A Time of Change in Canadian Publishing
Showing the Flag at Bologna
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Publishers Weekly

A CAHNERS/R.R. BOWKER PUBLICATION THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING MAY 19, 1989 $2.50

KEN FOLLETT

**You know him as the
master of split-second
suspense.
Now in his
grandest novel,
he touches
the eternal.**

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Terry O'Neill

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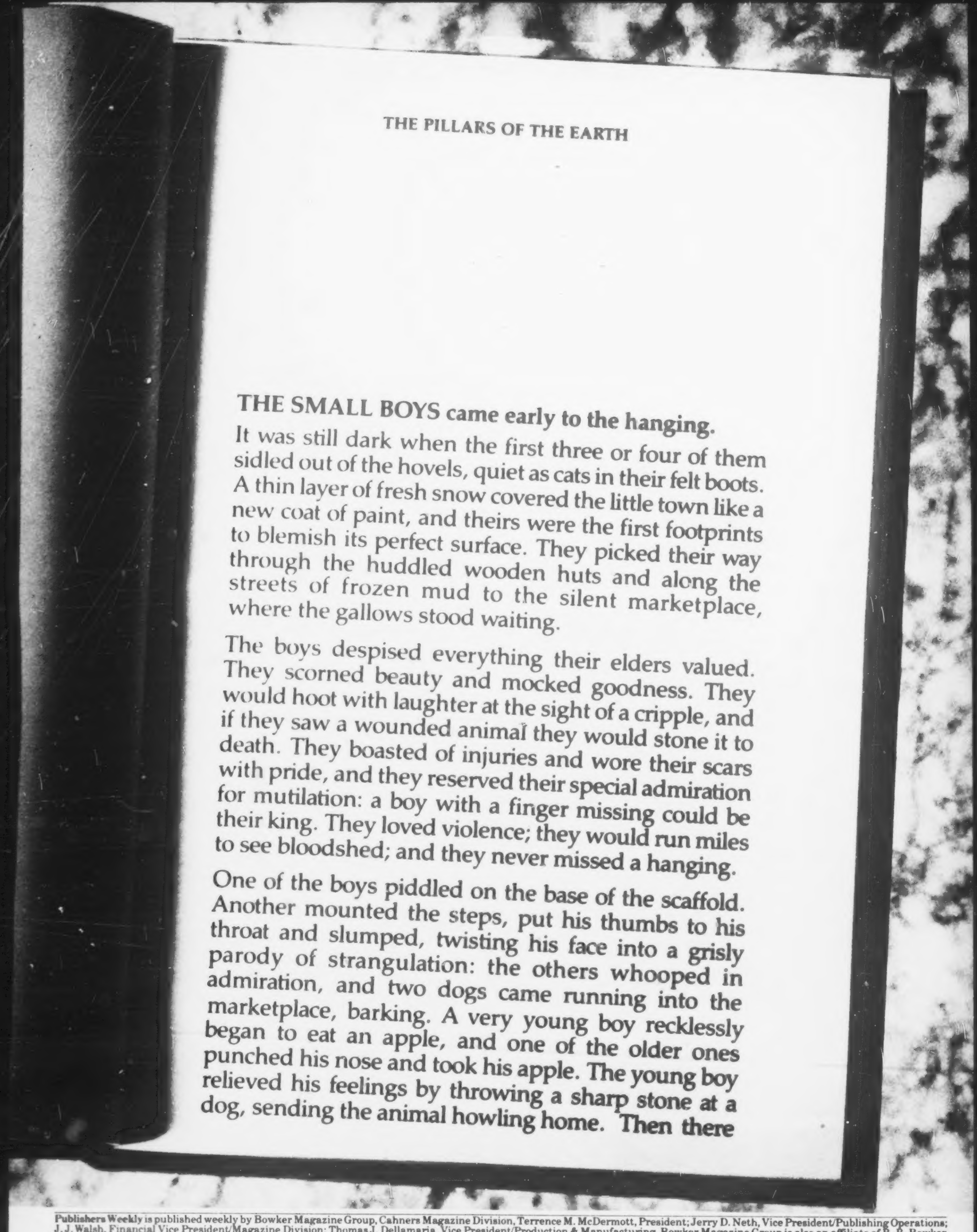

THE PILLARS OF THE EARTH

THE SMALL BOYS came early to the hanging. It was still dark when the first three or four of them sidled out of the hovels, quiet as cats in their felt boots. A thin layer of fresh snow covered the little town like a new coat of paint, and theirs were the first footprints to blemish its perfect surface. They picked their way through the huddled wooden huts and along the streets of frozen mud to the silent marketplace, where the gallows stood waiting.

The boys despised everything their elders valued. They scorned beauty and mocked goodness. They would hoot with laughter at the sight of a cripple, and if they saw a wounded animal they would stone it to death. They boasted of injuries and wore their scars with pride, and they reserved their special admiration for mutilation: a boy with a finger missing could be their king. They loved violence; they would run miles to see bloodshed; and they never missed a hanging.

One of the boys piddled on the base of the scaffold. Another mounted the steps, put his thumbs to his throat and slumped, twisting his face into a grisly parody of strangulation: the others whooped in admiration, and two dogs came running into the marketplace, barking. A very young boy recklessly began to eat an apple, and one of the older ones punched his nose and took his apple. The young boy relieved his feelings by throwing a sharp stone at a dog, sending the animal howling home. Then there

Publishers Weekly is published weekly by Bowker Magazine Group, Cahners Magazine Division, Terrence M. McDermott, President; Jerry D. Neth, Vice President/Publishing Operations; J. J. Walsh, Financial Vice President/Magazine Division; Thomas J. Dellamaria, Vice President/Production & Manufacturing. Bowker Magazine Group is also an affiliate of R. R. Bowker Co., Gordon Graham, Chairman of the Board; Ira Siegel, President. Copyright © 1989 by Reed Publishing, USA; Saul Goldweitz, Chairman; Ronald G. Segel, President & Chief Executive Officer; Robert L. Krakoff, Executive Vice President; William M. Platt, Sr. Vice-President. Printed in the U.S.A. SUBSCRIPTION: U.S.A.: 1 year $97, 2 years $165, 3 years $233. Canada: 1 year $177, 2 years $301, 3 years $425. Air delivery to all other countries: 1 year $260, 2 years $442, 3 years $624. (Remit in U.S. funds only.) Single copy $5.00, announcements $10.00 each. Prepayment required. Send single copy requests to: Publishers Weekly, P.O. Box 1979, Marion, OH 43302. PUBLICATION ADDRESS: Publishers Weekly, P.O. Box 1979, Marion, OH 43302. *Address editorial and advertising correspondence to* 249 West 17th Street, New York, NY 10011; telephone: 212/645-0067; telex: 12-7703; fax: 212/645-5409. *Address circulation correspondence and changes of address to* Publishers Weekly, P.O. Box 1979, Marion, OH 43302; telephone 1-800-842-1669; in Alaska, Hawaii, Canada, and all other countries, telephone: 614-382-3322. Second-class postage paid at New York, N.Y., and additional mailing offices. POSTMASTER: Send address changes to *Publishers Weekly*, P.O. Box 1979, Marion, OH 43302. Cahners Publishing Company, a Division of Reed Publishing USA ☐ Specialized Business Magazines for Building & Construction, Manufacturing, Foodservice & Lodging, Electronics & Computers, Interior Design, Printing, Publishing, Industrial Research & Technology, Health Care, and Entertainment. ☐ Specialized Consumer Magazines: *American Baby* and *Modern Bride.*

Publishers Weekly

VOLUME 235 NUMBER 20 *THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING* MAY 19, 1989
ISSN 0000-0019

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Maxwell Names Fruehling and Morgan to Top Macmillan Posts

Robert Maxwell has filled the top posts of two new entities within Macmillan Inc.

The appointment of Donald L. Fruehling as president of the newly formed Maxwell Macmillan International Group marks the company's reentry into the global market from which it has been absent for some eight years.

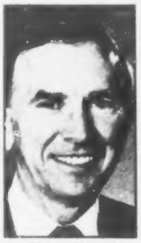
Richard T. Morgan has been named president of Macmillan Educational Publishing, a new division that incorporates all school and college book operations.

Fruehling, in his new role, will be responsible for hard and paperback book publishing businesses worldwide, excluding the U.S. The company, Maxwell said, will now "be able to compete globally, for the first time in many years, for world publishing rights for English-speaking authors."

Fruehling joined Maxwell Communication Corp. early last year. He had previously been executive vice-president of McGraw-Hill, responsible for its book and broadcasting companies. Earlier he had been in charge of McGraw-Hill's international book and magazine operations.

Morgan was formerly president and CEO of Scott, Foresman and president of the Macmillan school division. The units he will oversee have combined annual revenues of approximately $400 million and all are profitable, the company said.

The units and their presidents are: school publishing, Jack L. Farnsworth; college division, Hank Kennedy; Glencoe, Jack E. Witmer; Science Research Associates, Robert C. Bowen; and Barnell Loft (school supplementary materials), Kenneth Grant. Also included is London House (industrial testing) and its chairman, William Terris, and president Samuel J. Maurice.


Fruehling

Morgan

Both Fruehling and Morgan will report to Maxwell through William F. Reilly, president and chief operating officer of the newly named Maxwell Macmillan Publishing and Information Group, and president of Macmillan Inc.

Fruehling will continue to serve as director and group vice-president of Macmillan Inc. Morgan has been appointed a director.

AAP Sales Report for March

Category	% change, March*	% change, YTD
Adult hardcover	44.8	28.9
Adult paperback	10.6	12.6
Juvenile hardcover	37.8	25.5
Juvenile paperback	12.5	25.5
Univ. pr. hardcover	9.9	13.5
Univ. pr. paperback	16.6	19.2
Bibles, etc.	15.0	3.4
Mass market paperback	23.7	2.2
Book club	-8.5	1.2
Mail order	25.7	30.5
Sci-tech	-4.1	-4.1
College texts	-42.5	6.8
School texts	10.8	5.7

***Percent changes measured against same time periods, 1988.**

Collins Cancels 'Rushdie Dossier'

London's William Collins has decided not to publish *The Rushdie Dossier*, a book documenting the various stages of the worldwide controversy over *The Satanic Verses*. Compiled by journalist Sara Maitland and Lisa Appignanesi, deputy director of the Institute of Contemporary Arts in London, it was sold to Collins's paperback imprint Fontana by agent Hilary Rubinstein.

When the manuscript arrived, Collins CEO Sonia Land and Barry Winkleman, newly appointed managing director of the general division, disagreed with the book's editors at Fontana that it had attained the promised objectivity.

Rubinstein gave Collins three hours to decide whether or not to go ahead with publication, at a time when the editors were away on vacation. Faced with the deadline, Land canceled the contract.

Although Penguin, publisher of *The Satanic Verses*, had made it clear it believed it to be in the best interests of all concerned for the controversy to be allowed to die, it had told Collins it would not attempt to prevent publication. —V.M.

'Satanic Verses' Pirated in France

What may be the first pirated edition of *The Satanic Verses* has been confiscated at a plant in southern France where 50,000 copies were being printed for distribution with an occasional magazine, *L'Idiot International*. The magazine is published by Jean-Edern Hallier, novelist and critic who is known for political and literary provocations.

The books were blocked at the request of Paris publisher Christian Bourgois, who holds French rights to the Salman Rushdie novel, and who will be publishing the French translation under a joint imprint with several French trade houses.

Meanwhile, *The Satanic Verses* furnished material for a lively debate at the French booksellers association general assembly. When one speaker expressed regret that the English-language edition was missing from Paris book stores, according to the French trade journal *Livres Hebdo*, two major provincial retailers announced that they were keeping the title in stock. Another speaker declared that what was needed in France, with its over three million Arab population, is a translation into Arabic. —H.R.L.

Grenada Bans 86 Political Books

Despite international protests over an earlier book seizure by his government, Grenada Prime Minister Herbert Blaize issued an order April 11 officially extending his ban to an additional 86 books.

More than 60 of the prohibited books are published by Pathfinder Press of New York. The titles are political works dealing with history, socialism, labor and political revolution. Other publishers on the banned list include Grove Press (*Malcolm X Speaks*), International Publishers of New York and Progress Publishers of Moscow.

At least four members of Congress have sent letters of protest to the prime minister. They are Representatives Ron V. Dellums, Sidney R. Yates, Charles A. Hayes and the chairman of the House subcommittee on Western Hemisphere Affairs, George W. Crockett Jr. Protests have also been registered by novelist Graham Greene and by members of the Australian, British and Canadian Parliaments.

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What's New at HBJ: Peter Jovanovich Speaks

Literacy Matters: Debut of a New Column

Publishers Group West • A California Bookstore Centenary

50 YEARS OF PAPERBACKS
A PW Special Report

Publishers Weekly

A CAHNERS/R. R. BOWKER PUBLICATION *THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING* MAY 26, 1989 $2.50

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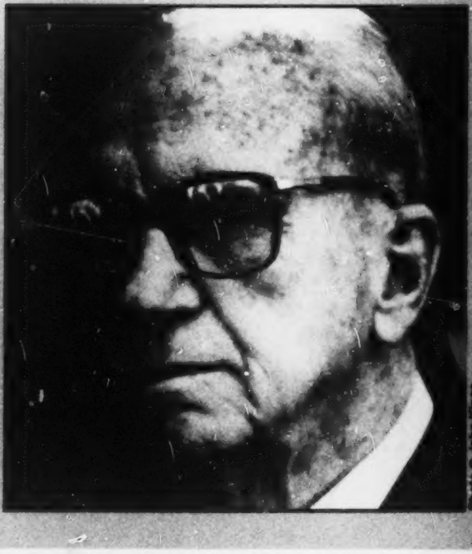

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Publishers Weekly

VOLUME 235 NUMBER 21
ISSN 0000-0019

THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING

MAY 26, 1989

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HBJ Realigns Marketing at School Divisions; 45 to Lose Jobs

Harcourt Brace Jovanovich is redirecting its marketing operations in its two school textbook units and, as a result, approximately 45 employees will lose their jobs.

The HBJ school department, located in Orlando, Fla., will concentrate primarily on elementary texts, and the Holt, Rinehart and Winston school division, located in Austin, Tex., will concentrate on secondary texts.

Robert Richards, executive vice-president and director of elementary and secondary publications, said the layoffs would occur only in Orlando, where there are 1800 employees, and would affect positions across the board. He said it was difficult to pinpoint the exact number of dismissals, since some employees would transfer between companies.

In addition, a number of people will be hired at Holt, Rinehart and Winston. "We have a good staff in Austin and will be beefing it up," Richards said.

Although marketing programs are being realigned, the Orlando and Austin operations remain separate companies, each with its own sales force and its own management, Richards said.

He emphasized that the school publishing operation at 111 Fifth Avenue in New York City would not be affected. Nor, he said, would there be any changes in the Holt college division in Fort Worth or in the HBJ college operation in San Diego. Trade operations also remain unchanged.

Survey Shows High Use Of Acid-Free Paper Now

Fifty-five publishers, including almost all of AAP's large members, responded to an association questionnaire sent late last year. The second column shows their percentage of books printed on acid-free paper.

General Books	
Adult - Hard Cover	80
Trade Paperbacks	88
Juvenile - Hard Cover	86
Art	98
University Press	
Hard Cover	96
Trade Paperbacks	96
Professional/Scholarly	
Dictionaries	97
Encyclopedias	96
Atlases	90
Scientific/Technical	85
Almanacs	75
Travel Guides	90
Looseleaf Publications	93
Monographs	86
College Books	
Undergraduate Textbooks	84
Graduate Textbooks	82
Elhi Textbooks	98
Other	
Bibles	100

House Unit Hears Testimony on Availability of Acid-Free Paper

As long as paper manufacturers can assure a supply of acid-free paper, American book publishers will be willing to print hardcover books and quality paperbacks on that type of stock, an industry leader said at a congressional hearing.

But Lawrence Hughes, chairman of the Hearst Trade Book Group and of the Association of American Publishers, cautioned that a lot of questions remain, including some involving paper standards.

As if to underscore Hughes's questions, representatives from two competing paper companies offered conflicting testimony on the feasibility of making acid-free, or alkaline, paper from recycled paper.

Hughes said, however, "I am told by experts that in 1991, perhaps even in 1990, sufficient acid-free paper will be available for books."

A House of Representatives Science and Technology subcommittee held the hearing to explore progress in switching from use of acid-bearing papers, which have a shelf-life of about 30 years, to alkaline paper that will last for centuries.

Hughes offered the subcommittee the results of a survey conducted by the AAP of its members last year (see box). The 55 responding companies reported that a vast majority of their products were printed on acid-free paper, leading Hughes to declare, "We seem to be well on the way to using acid-free paper all the time on all hardcover books and quality paperbacks."

He acknowledged, however, that the 55 did not represent the entire industry and that the figures they reported may present an overly optimistic view of a switch to acid-free paper by the industry.

Robert S. Lawrence, director of planning, acquisitions and government affairs for the Pennsylvania-based P. H. Glatfelter Co., which calls itself "the largest producer of book-publishing paper in the country," told the panel that his company has been working on the transition from acidic paper to alkaline for decades. He said the technology is available and being used to produce acid-free paper that is just as good and as cheap as the traditional acidic papers.

"Other companies have recently discovered the benefits of alkaline papermaking and are converting their mills in increasing numbers," he said. "Therefore, capacity to meet the needs of those who desire increased permanence in books and other documents where longevity is important should be readily available."

Lawrence disagreed, however, with M. Bruce Lynne, manager of product performance with New York–based International Paper. Lynne warned that the industry is being pressed by government fiat and public opinion to recycle paper and that "acid paper can only be recycled into an alkaline system with great difficulty."

Lawrence said it was a "myth that alkaline papermaking and recycling are mutually exclusive, because they are not .... We produce alkaline papers with both virgin and recycled fiber" and the recycled papers "meet specifications that are as stringent as the alkaline book-publishing papers we produce with virgin fiber."

Authors Kurt Vonnegut and Barbara Goldsmith also testified before the subcommittee in favor of a resolution introduced by Sen. Claiborne Pell (D., R.I.) and Rep. Pat Williams (D., Mont.) calling for a national policy on permanent papers that would require that all "federal records, books, and publications of enduring value be produced on acid-free papers."

—Howard Fields

50 Years of Paperbacks

So Big

The all-time mass market bestsellers

25 Million±

Baby and Child Care by Dr. Benjamin Spock (Pocket Books, 1946); 39,200,000

12 Million±

Merriam Webster Dictionary (Pocket Books, 1974); 19,700,000
New American Roget's College Thesaurus (Signet/NAL, 1957); 17,620,000
How to Win Friends and Influence People by Dale Carnegie (Pocket Books, 1940); 17,400,000
The Hobbit by J.R.R. Tolkien (Ballantine, 1972); 14,500,000
The American Heritage Dictionary (Dell, 1970); 12,983,480
1984 by George Orwell (Signet Classic/NAL, 1950); 12,800,000
The New American Webster's Handy College Dictionary (Signet/NAL, 1956); 12,600,000
The Exorcist by William Peter Blatty (Bantam, 1972); 12,400,000

10 Million±

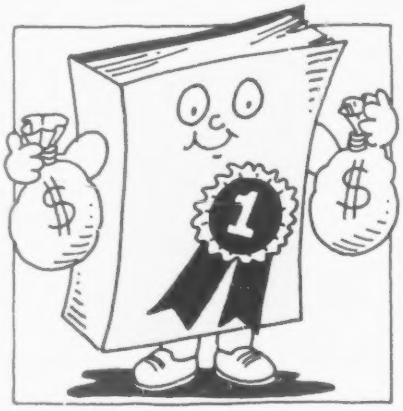
French/English, English/French Dictionary, Larousse (Pocket Books, 1955); 11,300,000
The Thorn Birds by Colleen McCullough (Avon, 1978); 10,880,000
Spanish/English, English/Spanish Dictionary edited by Carlos Castillo and Otto F. Bond (Pocket Books, 1950); 10,800,000
Animal Farm by George Orwell (Signet Classic/NAL, 1956); 10,470,000
Mythology by Edith Hamilton (Mentor/NAL, 1953); 10,000,000

8 Million±

Catcher in the Rye by J. D. Salinger (Bantam, 1964); 9,650,000
Love Story by Erich Segal (Signet/NAL, 1970); 9,500,000 (OP)
Peyton Place by Grace Metalious (Dell, 1957); 9,468,566 (OP)
Valley of the Dolls by Jacqueline Susann (Bantam, 1967); 9,451,000
The Pearl by John Steinbeck (Bantam, 1948); 9,430,000
The Sensuous Woman by "J" (Dell, 1971); 9,377,592
The Fellowship of the Ring by J.R.R. Tolkien (Ballantine, 1972); 8,400,000
***Jaws** by Peter Benchley (Bantam, 1975); 8,286,000
***Everything You Always Wanted to Know About Sex—but Were Afraid to Ask** by David R. Reuben, M.D. (Bantam, 1971); 8,243,000
God's Little Acre by Erskine Caldwell (Signet Classic/NAL, 1946); 8,230,000

7 Million±

Hoyle's Rules of Games edited by Albert Morehead and G. Mott-Smith (Signet/NAL, 1946); 7,810,000
Exodus by Leon Uris (Bantam, 1959); 7,520,000



COMPILED BY DAISY MARYLES

A Separate Peace by John Knowles (Bantam, 1966); 7,520,000
The Happy Hooker by Xaviera Hollander (Dell, 1972); 7,498,276 (OP)
One Flew over the Cuckoo's Nest by Ken Kesey (Signet/NAL, 1963); 7,440,000
***Of Mice and Men** by John Steinbeck (Bantam, 1955); 7,422,000
The Other Side of Midnight by Sidney Sheldon (Dell, 1975); 7,389,162 (OP)
Jonathan Livingston Seagull by Richard Bach (Avon, 1973); 7,282,000
I Never Promised You a Rose Garden by Joanne Greenberg (Signet/NAL, 1965); 7,100,000
Simple Solution to Rubik's Cube by James Nourse (Bantam, 1981); 7,053,000
How to Buy Stocks by Louis Engel (Bantam, 1955); 7,025,000
***Chariots of the Gods** by Erich Von Daniken (Bantam, 1971); 7,025,000

6 Million±

Complete Scarsdale Medical Diet by Herman Tarnower, M.D. & Samm Sinclair Baker (Bantam, 1980); 6,833,020
The Two Towers by J.R.R. Tolkien (Ballantine, 1972); 6,815,000
Rich Man, Poor Man by Irwin Shaw (Dell, 1971); 6,794,370
The Return of the King by J.R.R. Tolkien (Ballantine, 1972); 6,775,000
Helter Skelter by Vincent Bugliosi and Curt Gentry (Bantam, 1975); 6,625,000
Shogun by James Clavell (Dell, 1976); 6,620,571
I the Jury by Mickey Spillane (Signet/NAL, 1948); 6,610,000
All Quiet on the Western Front by Erich Maria Remarque (Fawcett Crest, 1958); 6,475,000
I'm OK, You're OK by Thomas Harris (Avon, 1973); 6,435,000
The Amityville Horror by Jay Anson (Bantam, 1978); 6,422,000
Dr. Atkins' Diet Revolution: The High Calorie Way to Stay Thin by Dr. Robert Atkins (Bantam, 1973); 6,230,000
Airport by Arthur Hailey (Bantam, 1969); 6,120,000
Fear of Flying by Erica Jong (Signet/NAL, 1974); 6,110,000

5 Million±

Webster's New World Dictionary edited by David B. Guralnik (Warner, 1982); 5,957,000
Your Erroneous Zones by Wayne Dyer (Avon, 1977); 5,920,000
Lady Chatterley's Lover by D. H. Lawrence (Signet Classic/NAL, 1946); 5,820,000
The Big Kill by Mickey Spillane (Signet/NAL, 1951); 5,820,000
Shane by Jack Schaefer (Bantam, 1950); 5,750,000
Centennial by James Michener (Fawcett Crest, 1975); 5,750,000
Think and Grow Rich by Napoleon Hill (Fawcett Crest, 1960); 5,600,000
The Shining by Stephen King (Signet/NAL, 1978); 5,560,000
My Gun Is Quick by Mickey Spillane (Signet/NAL, 1950); 5,400,000
The Long Wait by Mickey Spillane (Signet/NAL, 1952); 5,400,000
Princess Daisy by Judith Krantz (Bantam, 1981); 5,375,000
One Lonely Night by Mickey Spillane (Signet/NAL, 1951); 5,370,000
Black Like Me by John H. Griffin (Signet/NAL, 1962); 5,360,000
Future Shock by Alvin Toffler (Bantam, 1971); 5,355,000
Passages by Gail Sheehy (Bantam, 1977); 5,290,000
Kiss Me Deadly by Mickey Spillane (Signet/NAL, 1953); 5,210,000
The Love Machine by Jacqueline Susann (Bantam, 1970); 5,204,000
Vengeance Is Mine by Mickey Spillane (Signet/NAL, 1951); 5,200,000
All Creatures Great and Small by James Herriot (Bantam, 1973); 5,200,000
The Red Pony by John Steinbeck (Bantam, 1948); 5,152,000
Salem's Lot by Stephen King (Signet/NAL, 1976); 5,100,000
Light in the Forest by Conrad Richter (Bantam, 1958); 5,093,000
Once Is Not Enough by Jacqueline Susann (Bantam, 1974); 5,089,000
The Stand by Stephen King (Signet/NAL, 1980); 5,030,000
Catch-22 by Joseph Heller (Dell, 1961); 5,023,570
The Sensuous Man by "M" (Dell, 1972); 5,003,850
Diary of a Young Girl by Anne Frank (Washington Square Press, 1958); 5,000,000

**Asterisked titles reflect sales under the original paperback licensee.* ☐

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The New Look in Milan

Little Professor Hits Its Stride

How 'Innumeracy' Made Its Numbers

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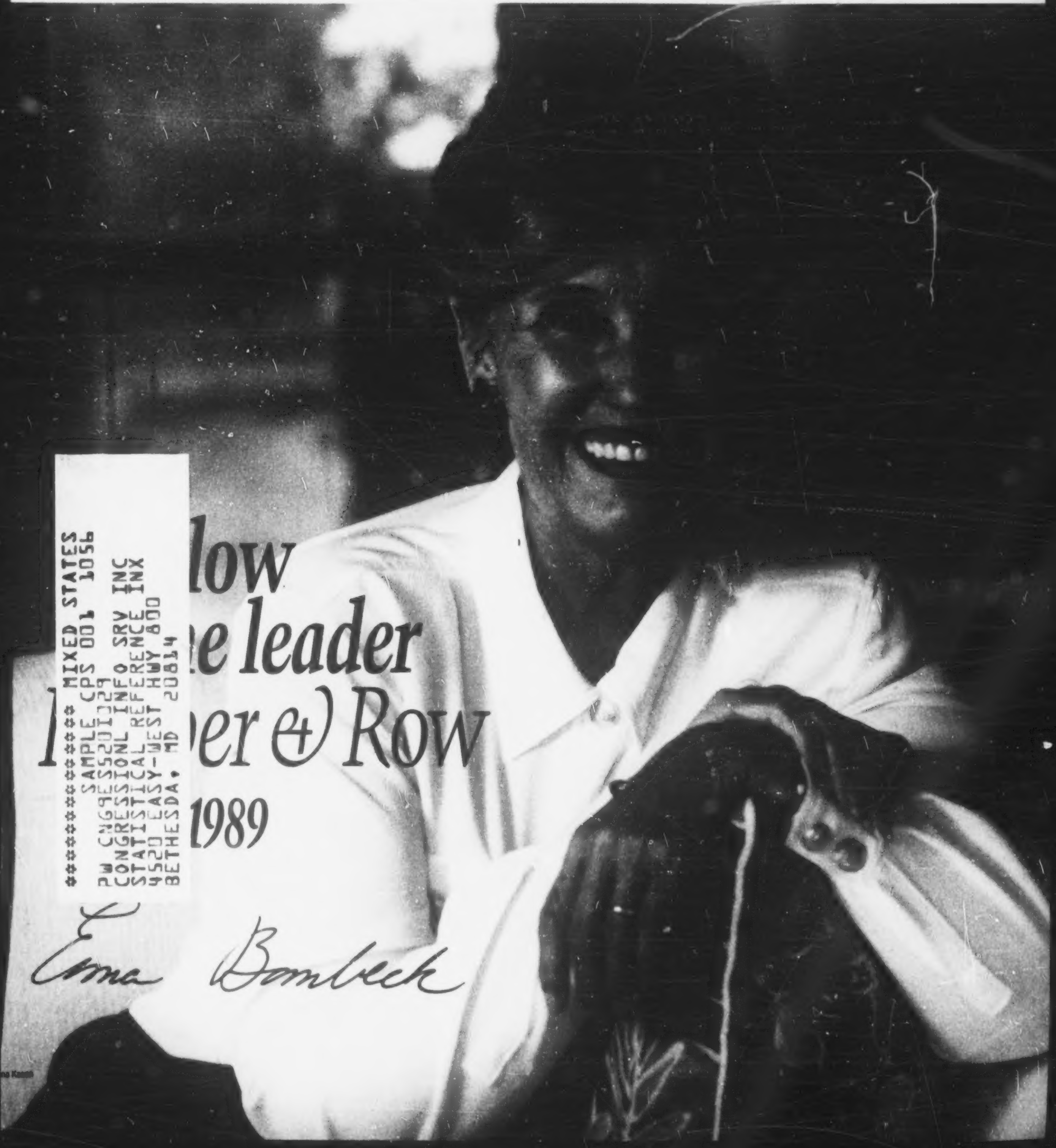

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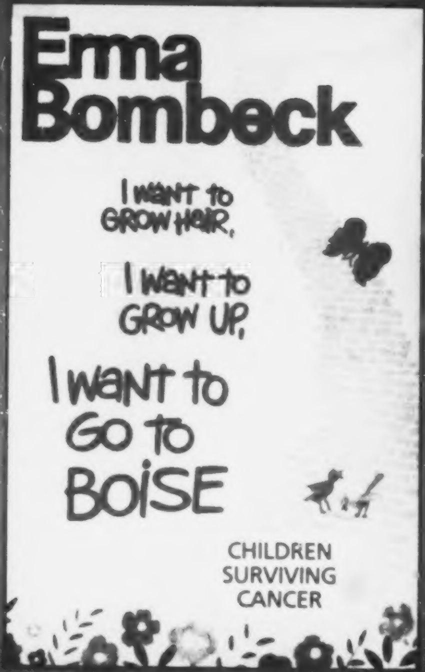

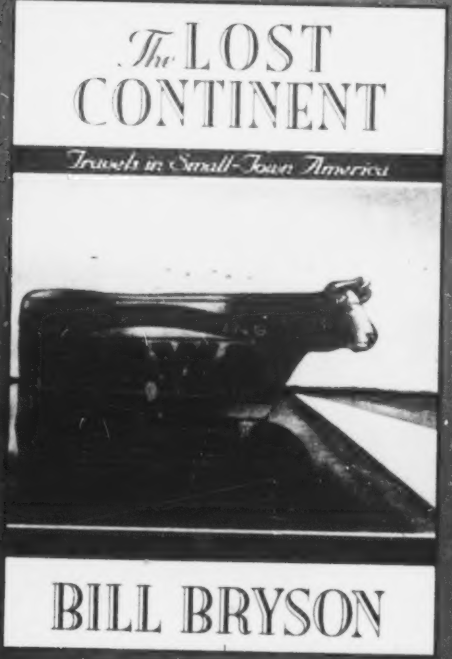

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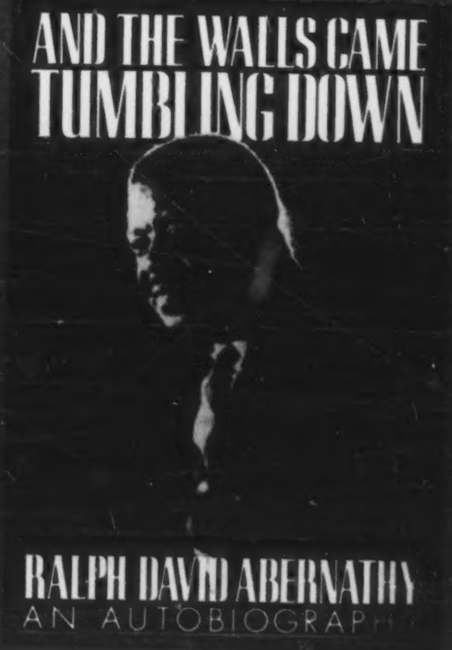

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Publishers Weekly

VOLUME 235 NUMBER 22
ISSN 0000-0019

THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING

JUNE 2, 1989

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Macmillan, McGraw-Hill Combine Elhi Businesses

In an unusual arrangement, McGraw-Hill and Macmillan have agreed to combine their elementary, secondary and vocational educational businesses under a joint venture partnership owned equally by both companies. The new firm, Macmillan / McGraw-Hill School Publishing Company, would have had combined sales last year of about $440 million.

As part of the deal, McGraw-Hill, long regarded as vulnerable to a hostile takeover, was offered a 15-year standstill agreement by Robert Maxwell, whose Maxwell Communication Corp. acquired Macmillan last year. The agreement prevents Maxwell from making a bid for McGraw-Hill during the 15-year period but does not necessarily thwart other potential acquirers.

Under the terms of the agreement, McGraw-Hill, the smaller of the partners, will make a cash payment of $190 million, to be contributed to the joint venture, for two Maxwell Communication units acquired in 1988. These are Science Research Associates, a textbook publisher that Maxwell acquired for approximately $150 million, and London House, producer of pre-employment tests, which Maxwell acquired for $17.4 million.

In addition to those operations, Macmillan units included in the new venture are its school division, Glencoe division and Barnell Loft. Combined revenues in 1988 were about $275 million, or approximately 20% of Macmillan's total revenues. Operating profits were about $40 million.

McGraw-Hill's units that will be part of the partnership are the school division, Gregg division, CTB/McGraw-Hill and Educational Resources. Combined revenues amounted to about $165 million, or 9% of the corporation's total sales. Operating profits were approximately $8.5 million.

In the joint announcement, Joseph L. Dionne, McGraw-Hill's chairman and CEO, said the restructuring "provides us with another means for enhancing shareholder value by significantly lowering our operating costs and making a smaller business segment more profitable. Down the road there may be some other means of creating still greater value for shareholders from this entity, such as a partial public offering of the new firm's shares when its performance and market conditions warrant it."

Maxwell confirmed "the good prospects of a partial public offering in due course."

Management of the new firm, which must have regulatory clearance under the Hart-Scott-Rodino Act, will be under the direction of a partnership operating board. It will be chaired by John G. Wrede, who will retain his position as president of the McGraw-Hill Publishing Company. President and CEO is Richard T. Morgan, who recently joined Macmillan as president of its educational publishing operations and was formerly president and CEO of Scott, Foresman.

From McGraw-Hill, members of the operating board are Wrede, Robert J. Bahash and Robert P. McGraw; from Macmillan they are Kevin Maxwell, William F. Reilly and Harry A. McQuillen.

Analysts Comment

Reaction from media analysts to the unusual partnership was mixed, with several holding that Maxwell came out ahead in the deal.

Mary Ann Winter, however, who follows McGraw-Hill for Brown Brothers Harriman & Co., saw the development as positive for McGraw-Hill. "In recent years McGraw-Hill has been pushing the strategy of becoming an information company and has not been putting enough emphasis on research and development in elhi publishing and so has sort of missed the boat as far as demographics are concerned," Winter said. "The partnership will help increase profitability because of duplication in areas such as distribution, sales and freelance writers."

She pointed out that Macmillan has an operating margin of 15%, while

Top Elhi Publishers, 1989

	School Revenues		Total Company Revenue	
	1989E	1988	1989E	1988
1. Harcourt Brace Jovanovich	$615.0	$570.6	$1,920.4	$1,268.1
2. Simon & Schuster Educational Publishers	370.6	336.9	5,600.0	5,107.8
3. Macmillan Inc.	320.0	285.6	1,200.0	1,076.5
4. Houghton Mifflin Co.	255.0	240.5	393.0	368.3
5. Scholastic, Inc.	253.0	230.0	298.0	270.6
6. Time, Inc.	200.0*	165.4	4,960.0*	4,507.0
7. McGraw-Hill	143.0	148.0	1,895.0	1,818.0
8. D.C. Heath	128.8	115.0	N/A	N/A
9. Addison-Wesley	88.0	78.6	204.0	182.8
10. Charles E. Merrill	85.0	75.0	242.0	220.0
11. International Thomson	66.0	58.0	310.0	275.0

* Estimated before proposed Time-Warner merger

Information provided by Henry Anshacher, Inc., New York-based investment bank specializing in media mergers and acquisitions.

... Record-Keeping

the First Amendment."

The provisions are made "extraordinarily burdensome" because of the "remarkable breadth" of who must keep the records, he said. To require that everyone along the stream of commerce personally contact the model and ascertain the required information "will undoubtedly be the effective prohibition of the distribution of much First Amendment protected material."

He suggested that Congress could rewrite the law to require that only the original photographer ascertain the information and pass the information along the stream of commerce.

Justice Department lawyers had argued that it was unlikely that mainstream publishers would be touched by the law, but Revercomb said that "is of little comfort to producers."

—HOWARD FIELDS

Carroll & Graf to Publish Golenbock's Basketball 'Exposé'

At a midtown Manhattan press conference that spurred more questions than were answered, Carroll & Graf Publishers announced plans to publish Peter Golenbock's controversial book, *Personal Fouls: The Broken Promises and Shattered Dreams of Big Money College Basketball at Jim Valvano's North Carolina State.*

Originally scheduled for publication by Pocket Books, the book's original dust jacket—no one has seen the manuscript—charged coach Valvano's basketball program with recruiting violations, illegal payments, drug use and grade fixing, prompting the threat of a libel suit by the North Carolina Attorney General. The book was withdrawn in March by parent company Simon & Schuster, which said the "manuscript did not meet the publishing standards established by Pocket Books."

Kent Carroll, president of Carroll & Graf, said his firm had accepted the same manuscript turned down by Pocket Books. "It may be the most important sports book of the decade. We expect a bestseller. It's a tough, courageous book. We hope it will contribute to the reform of big-time college athletics." The decision to publish, Carroll said, had much to do with the threatening letters the company received from both the Attorney General and from Valvano's attorney. "We received these letters before we knew anything about the book. They piqued our interest," said Carroll.

Golenbock and his publishers refused to answer questions about the allegations that brought the book national attention. Calling the book "virtually the same," Golenbock said, "No one has read what I've written despite the things said about it. Don't pre-judge the book."

The book is scheduled for publication September 5 with a printing of 200,000.

... Macmillan

McGraw-Hill's is 5%. "Weighing it all out, McGraw-Hill's elhi publishing was hobbling along with low margins because of the enormous cost of developing series. It is better off now, and results should be apparent in the next three to five years."

Ivan Oblensky of Josepthal & Co. called the arrangement a "cheapie" acquisition for Maxwell. "Mr. Maxwell, who has been spending a lot of money lately, is not as flush with cash as he has been. This is a cheap equivalent of an outright purchase of a monolith," which he said would have "a helluva clout for adoptions."

Oblensky characterized the deal as a trade-off, both in terms of rate of return for the two companies and in terms of other benefits. "McGraw-Hill wanted more product and a breathing spell from the threat of a takeover, and Maxwell wanted more money," Oblensky said. "It enhances both sides."

Several observers, who did not want to be identified, believe, however, that the deal is of lopsided benefit to Maxwell, and one went so far as to call Maxwell's negotiations "extortion."

These analysts point out that Maxwell acquired Science Research Associates and London House for a total of $167 million and one year later is selling them for $190 million. Not only does the sale provide Maxwell with a hefty 14% rate of return in one year, they say, but he owns 50% of the joint venture without having contributed any capital to the larger entity.

"If this isn't extortion," one analyst said, "I don't know what is. The mob doesn't even get deals this good." —M. R.

***James Salter** (l.), whose* Dusk *(North Point Press) won the 1989 PEN/Faulkner Award for Fiction, poses with nominees at the ceremony May 13 at the Folger Shakespeare Library in Washington, D.C. To Salter's left are nominees Mary McGarry Morris for* Vanished *(Viking); Thomas Savage for* The Corner of Rife & Pacific *(Morrow); and Thomas Flanagan for* The Tenants of Time *(Dutton). Not pictured here is Isaac Bashevis Singer, nominated for* The Death of Methuselah *(Farrar Straus & Giroux).*

Houghton Mifflin and Farrar, Straus To Offer Free Freight

Within a day of each other, Farrar, Straus & Giroux and Houghton Mifflin announced that they would soon begin offering free freight programs. In each case, the houses have freight pass through programs that will be dropped.

Other than mass market houses, few publishing companies pay for freight. Bantam Doubleday Dell does, and Viking Penguin pays shipping costs on orders of 10 or more copies.

Farrar, Straus & Giroux, whose warehousing and fulfillment services have been handled by Harper & Row, will now have such services handled by the Putnam Berkley Group. FSG will continue to maintain its own sales force, which is responsible for the FSG line and its distributed lines.

In addition, FSG will put into effect a new retail discount policy. The new discounts are 1–9 titles, 33.3%; 10–49, 40%; 50–199, 41%; 299–749, 43%; 750–1499; 44%; 1500 and over, 45%. FSG will also sell and distribute Kodansha International and Japan Publications, currently sold and distributed by Harper & Row. All changes are effective July 1.

Harper & Row will accept returns for FSG merchandise until September 30, 1989. Thereafter, returns should go to Putnam's Kirkwood warehouse.

Houghton Mifflin's free freight program is effective as of June 1 and applies to the company's trade and reference division titles and is available to all U.S. retail, library, wholesale and special sales customers. The program does not apply to international, remainder, book club or school customers. Discount plans remain unchanged.

Orders will be shipped UPS, RPS or motor freight, with the company reserving the right to decide on the transportation method. Faster, more expensive forms of transportation may be requested by accounts and must be paid for by them. Accounts ordering college titles along with trade and reference titles will be charged for transportation on the college portion of the order. Returns credit will be based on list price and discount awarded on the account's most recent purchase of each title. As of June 1, list prices are being increased to reflect the end of the freight pass through program.

—John Mutter

Balancing the Books:

U.S. Export Ratio Rises; World Figures Reported

BY CHANDLER B. GRANNIS

Book exports from the U.S. sharply exceeded imports in 1988, according to statistics released in print-out form by the United States Department of Commerce. The 1988 reported total, not covering unrecorded shipments, was $925,224,000 against an import figure of $800,501,000—an export-to-import ratio of about 55.5 to 44.5. In 1986, exports had fallen below imports in dollar value, and then drew almost even in 1987.

As pointed out by *PW*'s Washington correspondent (*PW*, Mar. 31), the value of the dollar relative to other currencies can produce dramatic fluctuations in export and import dollars compared with numbers of copies of books imported. In any case, the dollar trends are up, and the recorded export value is approaching $1 billion.

In 1988 Canada continued to be much the largest market for U.S. books, accounting for 39.4% of reported dollar sales. The United Kingdom was next, with 15.3%, followed by Australia, 7.5%; Japan, 6.4%; and West Germany and the Netherlands, each over 3%—adding up to 75% for the six leaders. In all, U.S. book sales to about 150 countries are reported by the Department of Commerce.

In 1988, to quote the Commerce data, export dollars increased 25.2% over those of 1987, while numbers of books sold jumped by 39.9%. Import dollars increased 8%, but units imported dropped 6.3%.

Along with the annual export and import summaries (Tables A and B) derived by *PW* from the data supplied, trade with individual countries is presented in Tables C and D. Figures for principal book trade partners are shown, and all 12 countries belonging to the European Economic Community (EEC) are included and are noted with asterisks. The EEC countries are United Kingdom, Ireland, France, Belgium, Luxembourg, Netherlands, West Germany, Italy, Denmark, Greece, Spain and Portugal.

Of interest in Table D may be the figures from countries in which substantial manufacturing is done for U.S. publishers. Most of the topical categories used by the Department of Commerce do not lend themselves to detailed analysis, but some calculations can be made.

For example, of the total imports

TABLE A

1987-1988 U.S. BOOK EXPORTS

Shipments Valued over $500

	1987$	1988$	%CHG.	1987 UNITS	1988 UNITS	% CHG
Bibles, Testaments & Other Religious Books (2703020)	31,768,687	42,764,000	+35.8	37,722,886	44,482,467	+18.3
Dictionaries & Thesauruses (2703040)	5,528,987	5,054,000	-8.5	798,145	871,131	+9.2
Encyclopedias (2703060)	29,567,216	33,659,000	+15.4	4,587,352	6,686,499	+47.4
Textbooks, Workbooks & Standardized Tests (2703070)	140,853,541	162,078,000	+15.5	19,158,094	18,327,807	-4.1
Technical, Scientific, & Professional Books (2703080)	194,187,973	242,619,000	+24.8	38,625,832	54,229,435	+40.3
Paperbound Mass Market Books (2704020)	51,845,636	106,955,000	+106.2	43,574,972	99,039,728	+127.2
Books Not Specifically Provided For (2704040)	269,796,403	314,987,000	+16.5	114,410,535	138,102,387	+20.7
Children's Picture & Coloring Books (7375200)	9,274,858	8,847,000	-5.5	—	—	—
TOTAL EXPORTS	**$739,314,267**	**$925,224,000**	+25.2	**partial reports**		**(est. +39.9)**

Figures in parenthesis are Dept. of Commerce category designations.

Source for Tables A - D: Department of Commerce, *U.S. Trade Data, Exports and Imports, Books*

TABLE B

1987-1988 U.S. BOOK IMPORTS

Shipments Valued over $250

	1987$	1988$	%CHG.	1987 UNITS	1988 UNITS	% CHG
Bibles, Prayerbooks (2702520)	16,086,429	14,019,000	-12.2	14,049,275	7,142,813	-47.6
Books, Foreign Language (2702540)	35,278,985	41,467,000	+16.8	22,442,193	19,679,649	-10.9
Books not specifically provided for, wholly or in part the work of an author who is a U.S. domiciliary (73702560)	29,850,263	33,497,000	+13.9	58,633,432	60,630,067	+4.0
Children's Picture & Coloring Books (7375200)	17,891,266	18,962,000	+5.2	—	—	—
Other Books (2702580)	644,708,677	692,557,000	+8.0	505,322,125	474,025,188	-6.3
TOTAL IMPORTS	**$743,815,620**	**$800,501,000**	+8.2	partial reports		(est. -6.3)

(dollar value) from Singapore, 12.7% are books of U.S. domiciliaries, as are 6.4% of imports from Hong Kong and 4.1% from Japan. Of imports from South Korea, 26% are in bibles and related works. And of imports from Taiwan, 19.2% are in children's books. But no provocative calculations can be made about imports lumped in the miscellaneous "Other" category, which makes up over 85% of those recorded.

As always, it should be noted that export shipments valued under $500 are not covered, nor are imports valued under $250—though such shipments may be very numerous. Also, it seems evident from the data supplied that units shipped are under-reported for some countries and categories, and do not totally account for all the dollars reported.

The data reflected here have been greatly improved recently, and for making them available and understandable to all, the book industry is much in debt to William S. Lofquist, Industry Specialist (Printing and Publishing), International Trade Administration.

Worldwide book industry information of other kinds is included in *UNESCO Statistical Yearbook*, 1989. From that source, Tables E and F, translations from principal languages, 1980–1982, and Table G, annual book title production, 1984–1986, have been developed for this report.

TABLE C

1987-1988 U.S. BOOK EXPORTS

Shipments Valued over $500

Principal Countries & European Economic Community*

	1988$	%CHG.	UNITS 1988	%CHG.
Australia	69,500,000	+20.1	35,216,196	+57.9
*Belgium	4,786,000	—	1,336,249	—
Brazil	14,406,000	+7.2	5,563,725	+16.5
Canada	364,371,000	+25.9	143,381,248	+31.8
*Denmark	1,883,000	+21.0	703,423	+89.2
*France	19,076,000	+62.2	5,859,102	+5.3
Germany, W.	28,395,000	+58.0	10,152,878	+123.3
*Greece	362,000	+43.1	111,845	+55.4
Hong Kong	8,674,000	+46.6	2,487,815	+41.5
India	15,270,000	+8.9	4,129,444	+17.0
*Ireland	7,027,000	-9.5	1,363,875	+24.4
*Italy	7,147,000	+44.3	2,041,314	+73.9
Japan	58,972,000	+15.8	17,710,648	+106.3
Korea, S.	6,467,000	+52.3	2,106,481	+155.9
*Luxembourg	19,000	—	3,717	—
Mexico	14,786,000	+27.2	9,823,280	+23.0
*Netherlands	28,274,000	+19.9	10,696,926	+46.8
Philippine Rep.	10,271,000	-11.9	5,988,785	+60.8
*Portugal	318,000	+11.8	98,597	-14.3
Rep. S. Africa	11,205,000	+39.4	5,379,172	+47.9
Singapore	15,925,000	+44.6	7,009,832	+73.8
*Spain	3,236,000	+91.4	1,117,951	+142.1
Switzerland	7,192,000	+44.6	2,833,957	+43.5
Taiwan	9,183,000	+105.9	2,938,749	+153.7
*United Kingdom	141,824,000	+30.8	45,862,256	+52.3
****TOTAL EXPORTS**	**$925,224,000**	+25.2		(est. -39.9)

****includes figures for the countries not specifically listed here**

TABLE D

1987-1988 U.S. BOOK IMPORTS

Shipments Valued over $250 — Principal Countries & European Economic Community*

	1988$	%CHG.	UNITS 1988	%CHG.
Australia	5,829,000	+38.8	2,243,659	-15.6
*Belgium	9,447,000	—	3,919,940	—
Canada	72,428,000	-25.8	210,714,1120	-8.0
Colombia	9,992,000	+82.6	6,663,666	+35.5
*Denmark	1,581,000	-17.1	2,610,267	+7.4
*France	11,261,000	0.5	8,772,708	-20.0
Germany, W.	35,201,000	-2.4	12,140,925	-1.9
*Greece	405,000	+158.4	165,624	+61.8
Hong Kong	94,427,000	+26.7	55,293,439	+15.5
*Ireland	4,207,000	+190.3	2,982,480	+415.5
Israel	6,507,000	+11.0	1,808,118	-6.9
*Italy	64,468,000	+27.5	27,875,192	-7.3
Japan	152,143,000	+19.4	82,842,661	-11.3
Korea, S.	17,224,000	+20.0	11,498,775	-20.1
Mexico	8,779,000	+31.1	7,492,292	-17.0
*Netherlands	13,198,000	-4.1	2,994,324	-7.7
*Portugal	1,353,000	+5.7	576,825	+19.6
*Singapore	31,932,000	+21.5	19,959,896	+1.8
*Spain	41,970,000	+32.1	18,546,012	-10.3
Switzerland	6,792,000	-7.3	1,940,322	-19.6
Taiwan	9,583,000	-10.3	7,793,417	-26.3
United Kingdom	184,698,000	-1.2	52,305,654	-12.5
****TOTAL IMPORTS**	**$800,501,000**	+8.2		**(est. -4.3)**

**includes figures for the countries not specifically listed here

TABLE E

1980-1982 TRANSLATION PUBLISHING

Principal Countries & EEC

	1980	1981	1982
*Belgium	1,149	1,071	798
Canada	360	364	300
Czechoslovakia	1,190	729	1,673
*Denmark	1,913	1,120	1,387
Finland	1,476	1,454	1,425
*France	5,691	2,794	1,894
Germany, E.	929	707	841
*Germany, W.	6,752	4,904	8,168
*Greece	—	482	—
*Italy	2,055	1,871	2,034
Japan	1,968	2,754	2,479
Norway	1,176	983	1,000
*Portugal	939	449	949
*Spain	5,366	6,361	7,381
Sweden	2,189	840	2,128
Switzerland	811	897	1,002
U.S.S.R.	7,200	7,171	7,196
United Kingdom	1,348	1,035	1,070
United States	1,390	1,086	1,319
Yugoslavia	1,328	981	1,599
ALL REPORTED COUNTRIES	53,167	43,841	52,198

Among EEC countries, no translation figures from Ireland are reported, and only single-digit figures from Luxembourg and the Netherlands. Total includes countries no listed here. Source: UNESCO.

TABLE F

1980-1982 TRANSLATIONS

By Language Source

	1980	1981	1982
English	22,416	18,445	22,208
French	5,972	4,977	6,205
German	4,823	3,964	4,501
Russian	6,450	5,919	6,238
Italian	1,477	1,327	1,433
Scandinavian	2,236	1,446	1,908
Spanish	851	619	715
Classical (Gr., Lat.)	995	732	839
Arabic	230	169	298
Japanese	199	141	208
Chinese	187	103	159
Other	7,331	5,999	7,486

TABLE G

1984-1986 U.S. BOOK TITLE OUTPUT

Principal Publishing Countries & EEC

	1984	1985	1986
AFRICA			
Egypt	1,277	—	—
Nigeria	1,836	2,213	—
NORTH AMERICA			
Canada	36,893	42,745	45,038
Costa Rica	1,759	—	807
Cuba	2,069	2,168	2,174
Mexico	4,505	5,482	4,897
United States	51,555	52,994	57,845
SOUTH AMERICA			
Argentina	—	—	4,818
Brazil	21,184	—	—
Chile	1,653	1,638	1,499
Colombia	15,041	—	—
Uruguay	1,206	858	941
ASIA			
Bangladesh	—	—	1,806
China	34,920	40,265	—
India	9,954	11,660	12,543
Indonesia	5,254	—	2,480
Iran	—	5,568	—
Israel	2,214	—	—
Japan	—	45,430	44,686
Korea, Rep.	35,446	35,837	—
Malaysia	3,975	2,554	3,397
Sri Lanka	2,212	—	2,368
Thailand	8,633	7,289	7,728
Turkey	—	6,685	—
EUROPE			
Albania	1,130	939	959
Austria	9,059	8,440	9,560
*Belgium	5,527	8,327	—
Bulgaria	5,367	5,171	4,924
Czechoslovakia	9,911	9,844	10,020
*Denmark	10,660	9,554	10,957
Finland	8,563	8,930	8,694
*France	37,189	37,860	—
Germany, E.	6,175	6,218	6,486
*Germany, W.	48,836	54,442	63,724
*Greece	—	4,651	—
Hungary	10,421	9,389	9,857
*Ireland	799	2,679	—
*Italy	14,312	15,545	16,297
*Luxembourg	341	297	367
*Netherlands	13,209	12,629	13,368
Norway	—	3,559	3,284
Poland	9,195	9,649	9,881
*Portugal	9,041	10,293	10,782
Romania	5,632	5,276	—
*Spain	30,764	34,684	38,405
Sweden	10,373	9,532	10,587
Switzerland	11,806	11,822	11,626
*United Kingdom	51,411	52,861	57,845
Yugoslavia	10,918	11,175	10,734
OCEANA			
Australia	5,376	2,603	—
New Zealand	3,452	—	—
U.S.S.R.			
U.S.S.R.	82,790	83,976	83,472
Byelorussia	3,264	3,431	3,182
Ukraine	8,403	8,362	8,155

Source: UNESCO Statistical Yearbook, 1989, except U.S. figures, supplied by R.R. Bowker Data Services, New York; U.K. figures, 1988, from the Bookseller, London; Canadian figures (FY 1984-5, 1985-6, 1986-7) from Statistics Canada, via Canadian Book Publishers Council Toronto. U.S. figures do not include publications of state and local governments, some institutions, company reports, proceedings, lab manuals, yearbooks, U.S. Government Printing Office publications and university theses. However, the books of University Presses, religious organizations and other nonprofit publishers are included.

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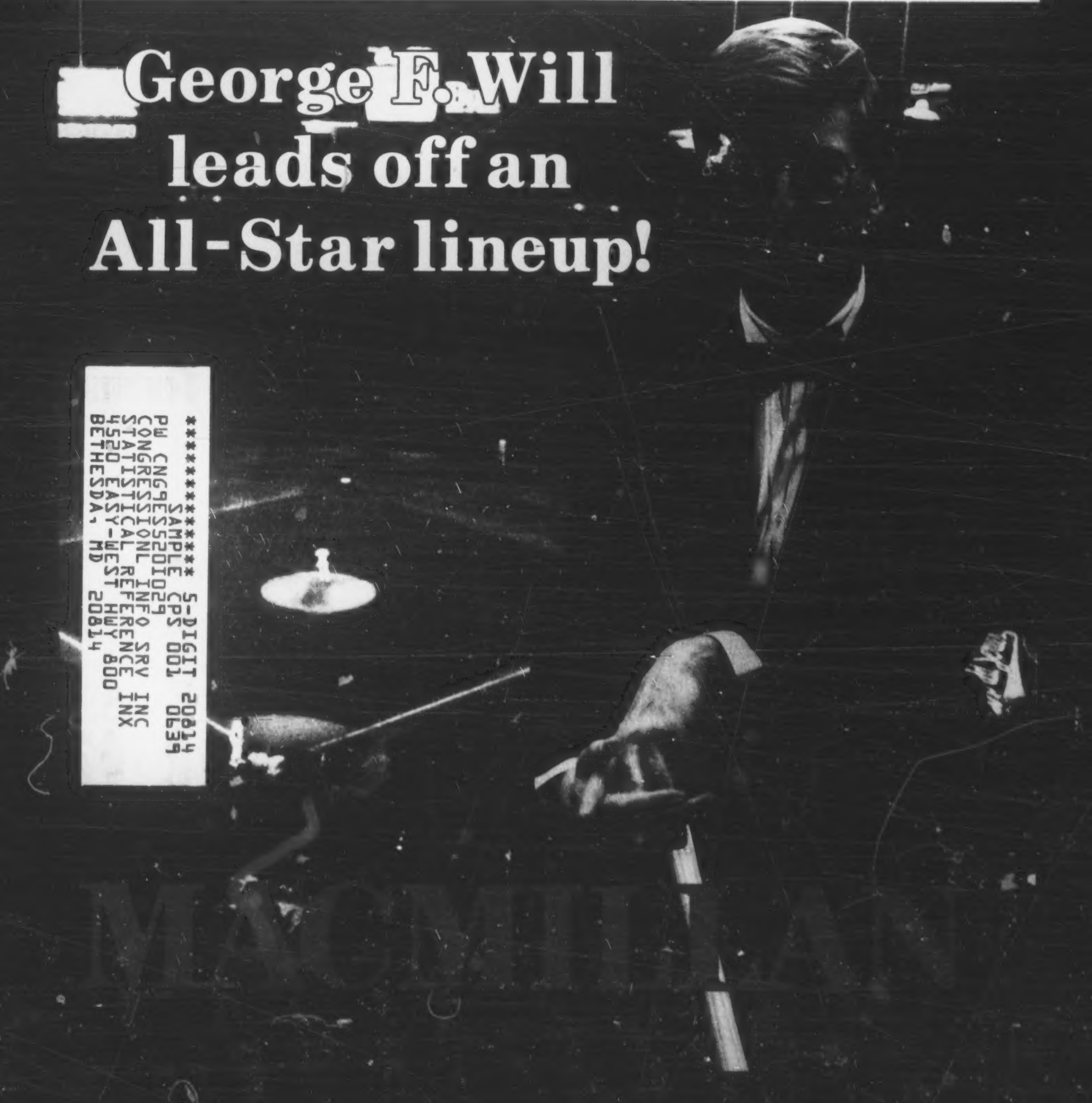
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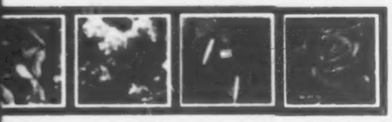

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Publishers Weekly

VOLUME 235 NUMBER 25
ISSN 0000-0019

THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING

JUNE 23, 1989

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Ingram Book Company is now offering up to 46% discounts for large quantity purchases of new mass market titles. Booksellers who order mass market new release titles through the *Paperback Advance* magazine in carton quantities of 25 to 100 (averaging 60 units per carton) will receive the maximum 46% discount. The purchase of 10 copies or more will receive a 44% discount.

Larry A. Carpenter, senior vice-president of sales and marketing, pointed to additional savings potential: "With our 2% cash discount for payment made within 10 days, it is possible for many booksellers to achieve an even higher discount on their mass market orders with us."

Carpenter also stressed the program's returns policies: "There will be a 20% return limit on these orders, which doesn't apply toward Ingram's normal returns policy limit."

The program becomes effective September 1, with orders for November titles due by September 20.

AAP Sales Report for April

Category	% change, April*	% change, YTD
Adult hardcover	6.5	7.9
Adult paperback	8.7	11.0
Juvenile hardcover	-7.9	16.8
Juvenile paperback	35.8	65.1
Univ. pr. hardcover	9.3	12.8
Univ. pr. paperback	38.8	23.8
Bibles, etc.	31.2	8.6
Mass market paperback	-3.0	-0.3
Book club	3.3	1.7
Mail order	12.5	26.0
Sci-tech	-10.3	2.7
College texts	129.7	16.3
School texts	1.9	4.5

**Percent changes measured against same time periods, 1988.*

Lippe to Head New Age Line

Toinette Lippe has been appointed editorial director of a new line of New Age hardcover and paperback books to be called Bell Tower, which will be published as an imprint of Harmony Books, a division of Crown Publishing. She will continue as reprint rights director of Knopf.

Lippe said her imprint would publish "spiritually useful books of practical wisdom."

She has edited the illustrated edition of the *Tao Te Ching* by Gia-fu Feng and Jane English, *The Zen of Seeing* by Frederick Franck, *How Can I Help?* by Ram Dass and Paul Gorman and The Traveler's Key series of travel guides for the "modern pilgrim."

The first book under the new imprint will be "a handbook on compassion in action" by Ram Dass and Mirabai Bush.

Peter Guzzardi, vice-president and editorial director of Harmony Books, observed, "Serendipitously, Bell Tower's first title will be a new book by Ram Dass, whose success with *Be Here Now* inspired Nat Wartels and Bruce Harris to create Harmony nearly 20 years ago."

Cassell Buys Ward Lock

In Britain, Ward Lock, founded in 1854 and well known for its strong cookbook and gardening lines (it has had *Mrs. Beeton's Cookery and Household Management* continuously in print since 1861), has been bought by the rapidly developing Cassell. The price paid to Egmont, a British subsidiary of the Danish-based Gutenberghus group, has not been revealed.

The purchase, as Cassell CEO Philip Sturrock points out, brings together two mid-19th-century firms—John Cassell set up his business in 1848. It is also another step on Sturrock's road to creating a major, medium-sized British publishing company only three years after he headed a consortium to buy Cassell from Holt-Saunders, a division of CBS Inc., together with Holt-Saunders education list.

Since then Sturrock has made a rapid series of acquisitions and now heads a stable of a dozen imprints with annual sales of around £13 million, publishing a broad range of academic, educational, professional and reference titles and a general list with major strengths in many specialist fields.

NEW VENTURES

The Manning Company, publisher of textbooks and references in all medical disciplines, has been formed by Thomas Manning, formerly vice-president and publisher of the C. V. Mosby Company. The new firm will be affiliated with C. V. Mosby and is located at 11756 Borman Dr., Suite 202, St. Louis, Mo. 63146; (314) 993-8093.

The Editorial Department, an association of independent book editors, has opened a West Coast office, managed by vice-president Judith Searle and located at 219 S. Barrington Ave., Los Angeles, Calif. 90049; and a Manhattan office, managed by William Fryer and located at 61 Warren St., N.Y., N.Y. 10007. The main office, managed by vice-president Jane Rafal, remains at 541 Rt. 9-W, Grandview, N.Y. 10960.

Lyceum Books, specializing in the social sciences and social work and in upper-level textbooks, has been formed by David C. Follmer, who was publisher of the Dorsey Press until its recent acquisition by Wadsworth. Previously, Follmer was executive editor in charge of social sciences and humanities at Random House/Knopf. Managing editor is Anita M. Samen, who has worked at St. Martin's Press, Scribners and Macmillan. Lyceum's address is 224 S. Michigan Ave., Suite 440, Chicago, Ill. 60604; (312) 347-2660.

Quality Solutions is a consulting firm that designs custom business software for publishers, booksellers and literary agencies. It is located at 1944 Washington Valley Rd., Martinsville, N.J. 08836; (201) 356-1603.

Timken Publishers, Inc., formed by Jane Timken, specializes in art book publishing and is distributed by Rizzoli International Publications. Among first titles are *Eva Hesse Sculpture* and *Letters from H. C. Westermann*. Timken is located at 225 Lafayette St., New York, N.Y. 10012; (212) 334-9550.

Mary Ziegenhagen has established a publicity and marketing service for books and authors in the Midwest. She may be reached at Suite 329, 9400 Old Cedar Ave., Bloomington, Minn. 55425; (612) 884-2169.

Morton Dennis Wax & Associates, through its Bookers division, has opened a department specializing in public relations and marketing for business books exclusively. The address is 1560 Broadway, Suite 1210, New York, N.Y. 10036; (212) 302-5360; fax (212) 302-5364. ☐

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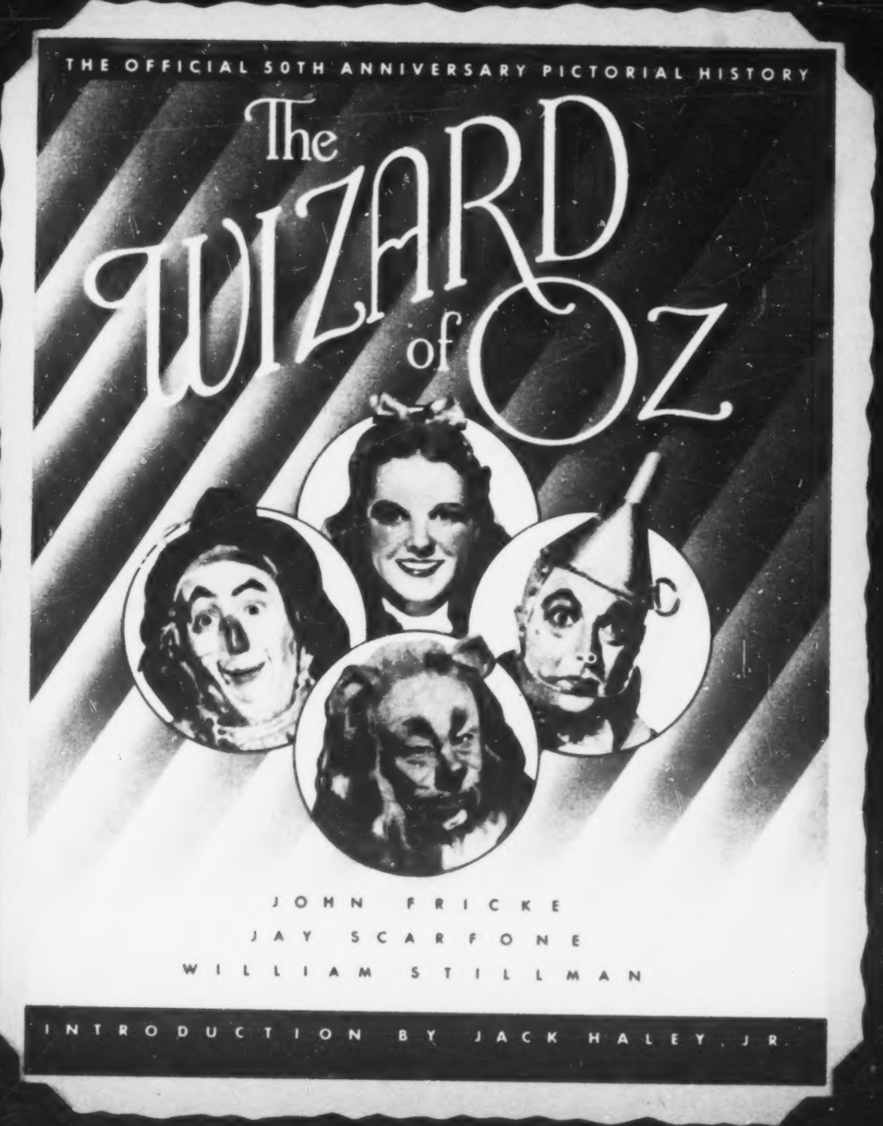
together the
pictures from
our reading
trip for next
fall. I think
you'll love them
as much as
I do! - Carol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VOLUME 235 NUMBER 26
ISSN 0000-0019
THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING
JUNE 30, 1989

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Spending on Books to Reach $29.4 Billion in 1993, Study Shows

Total spending on all books—consumer, and professional and educational—is projected to grow to $29.4 billion by 1993 from $18.4 billion in 1988, according to the third annual five-year Communications Industry Forecast by the New York investment banker Veronis, Suhler & Associates.

Consumer Books

Of the $11.4 billion spent on all consumer books in 1988, trade books accounted for 59.1%, or $6.7 billion. This was nearly four times the spending for mass market paperbacks, the next largest category. Trade books also grew more than twice as fast as any other segment of consumer book spending.

The growth of consumer book spending has come primarily from price increases rather than from higher unit sales (see table). The average price of a consumer book in 1988 was $[illegible].72, compared to $4.63 in 1983, and the increase has been due to the growing popularity of hardcover books at the expense of softcover editions. Because consumer books are a discretionary purchase, U.S. economic growth over the last two years has tended to promote increased book spending. Since excessive inflation is not anticipated in the next five years, publishers should be able to continue to post aggressive price increases because of expanding demand, the study says.

Professional and Educational Books

In 1988, spending for professional and educational books totaled $7 billion [illegible] 8% increase over 1987. Professional books, the largest category, saw spending of $3.2 billion in 1988; college, $2.1 billion; and elhi, $1.7 billion.

Educational textbook unit sales (see table) declined in part because publishers shifted toward marketing more expensive hardcover books. In contrast, professional books shifted to softcover and unit sales grew.

In the next five years, the economy is expected to grow at a slower rate in real terms, but inflation will increase. If those expectations are realized, unit sales of professional books will increase at a slower rate but prices will rise at a faster rate. As a result, expenditures for professional books are expected to grow at 8.3% annually, virtually the same rate as over the past five years. By 1993, professional book spending will reach $4.7 billion.

The elementary school population now is beginning to rise rapidly as a result of the high number of births in the 1980s. Although the high school age group is still in decline, the number of high school students is expected to begin to rise by 1992. Thus, over the next five years, the total number of elhi students will increase, and schools and school boards will purchase more new books. Elhi book spending is projected to reach $3.1 billion in 1993, increasing annually by 12%.

College textbook sales are driven by enrollments and limited by competition from used textbooks, which typically restrains the ability of publishers to increase prices of new textbooks. While the traditional college-age population has been declining over the last five years, higher numbers of older, part-time students have augmented overall enrollments, which are expected to increase in the next five years. With inflation, textbook prices will increase at a more rapid rate. College textbook spending in 1993 will reach $3.1 billion, increasing annually by 7.8%.

Growth of Total U.S. Spending for Books

	Consumer Books	Professional & Educational Books	Total
1988 Expenditures ($ Millions)	11,412	7,004	18,416
1983-88 Compound Annual Growth (%)	9.6	7.8	8.9
1988-93 Projected Compound Annual Growth (%)	10.2	9.1	9.8
1993 Projected Expenditures ($ Millions)	18,528	10,845	29,373

Source: Veronis, Suhler & Associates, Book Industry Study Group, Wilkofsky Gruen Associates

Five-Year Changes in Consumer Book Spending: Price and Volume (compound annual change)

	1983-88		1988-93	
Category	Price	Volume	Price	Volume
Trade	8.9%	4.8%	8.9%	2.5%
Religious	10.5	-4.0	9.1	-2.4
Book Clubs	9.2	-2.9	8.9	1.1
Mail Order	2.7	-0.4	6.3	1.9
Mass Market Paperbacks	3.7	1.1	5.4	2.6
University Press	11.9	-5.6	9.5	-3.6
Subscription Reference	4.5	-5.4	4.0	0.5
All Categories	7.7	1.8	7.9	2.1

Source: Veronis, Suhler & Associates, Book Industry Study Group, Wilkofsky Gruen Associates

Five-Year Changes in Professional and Educational Book Spending: Price and Volume (compound annual change)

	1983-88		1988-93	
Category	Price	Volume	Price	Volume
Professional	3.5%	4.6%	4.7%	3.4%
Elhi	11.2	-1.5	10.5	1.4
College	6.6	-0.7	7.0	0.8
All Categories	7.1	0.6	7.0	2.0

Source: Veronis, Suhler & Associates, Wilkofsky Gruen Associates

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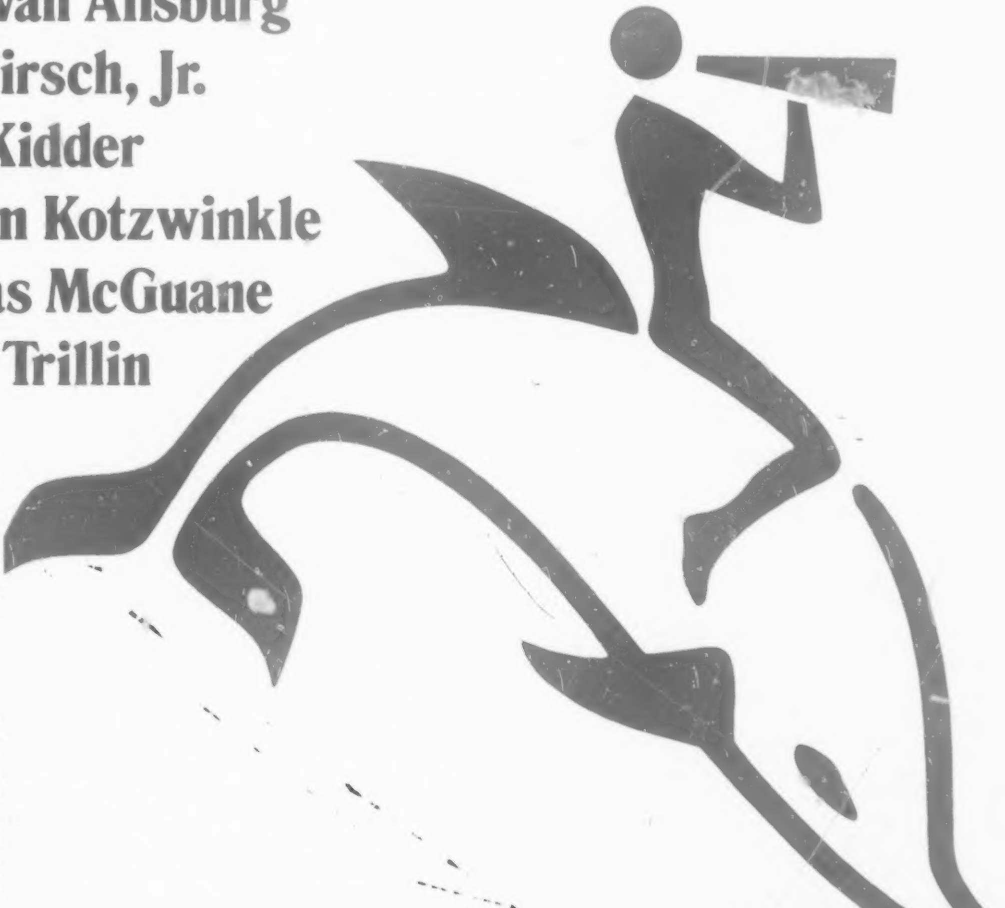

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AMONG SCHOOLCHILDREN

The fifth-grade class in Holyoke, Massachusetts, a small city with big-time urban problems, is taught by 34-year-old Chris Zajac. She is funny, feisty, and passionately dedicated to her pupils, kids who will amuse and exasperate you—and break your heart. This intense and affecting chronicle by the Pulitzer Prize winning author of *The Soul of a New Machine* and *House* is Tracy Kidder's most emotional subject—and potentially his biggest best seller. *A Richard Todd Book.* September, $19.95 (47591-0)

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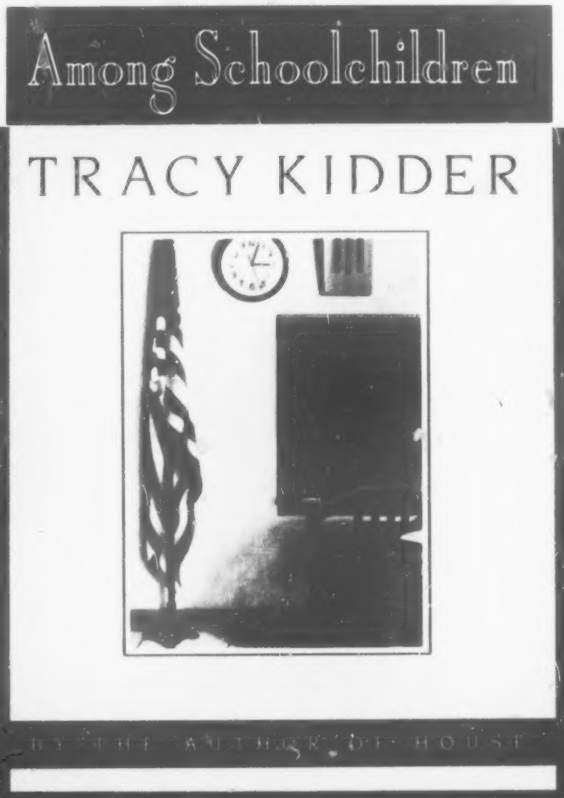

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What Our Children Need to Know

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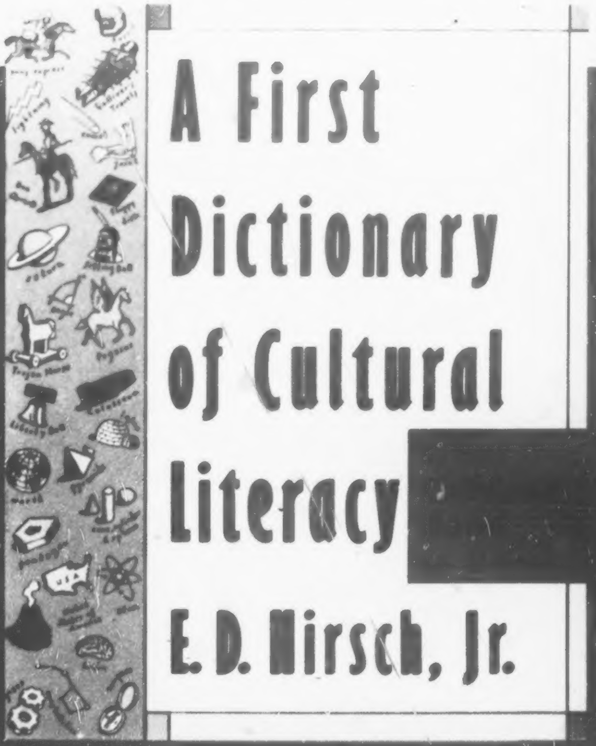

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Publishers Weekly

VOLUME 236 NUMBER 3
ISSN 0000-0019

THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING

JULY 21, 1989

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London Store Again Firebombed

Collets Penguin bookshop on Charing Cross Road in central London, which was firebombed April 9, was hit again in the early hours of July 6. There was extensive damage, but no casualties. Although no group claimed responsibility, police believe the arson was caused by Muslim extremists. Ironically, the store has not been selling *The Satanic Verses* since April.

AAP Sales Report for May

Category	% change, May*	% change, YTD
Adult hardcover	3.9	9.1
Adult paperback	33.2	12.8
Juvenile hardcover	0.3	14.2
Juvenile paperback	22.9	57.3
Univ. pr. hardcover	-7.4	10.5
Univ. pr. paperback	-39.7	14.4
Bibles, etc.	15.5	9.6
Mass market paperback	2.2	0.2
Book club	1.0	2.2
Mail order	5.5	20.2
Sci-tech	4.8	-0.5
College texts	30.2	18.6
School texts	37.1	16.0

**Percent changes measured against same time periods, 1988.*

Random House Expands West Coast Corporate Publicity Office

Random House Inc., which first established a West Coast promotion presence in 1973 in the person of a part-time scout for Knopf who also did publicity, has expanded its California corporate publicity office, making it one of the largest of New York-based publishers.

Suzanne Wickham, West Coast publicity manager for Random House since 1984, will continue representing Random House and Times Books, adding responsibility for Crown Publishing.

Pamela Henstell, West Coast promotion manager for Knopf, who opened the imprint's first formal promotion office in 1975, will also assume responsibilities for Vintage Books and Pantheon Books.

Sally Ann Berk will join the office as West Coast publicity manager for Villard Books. She will also handle other selected Random House Inc. titles. Berk was formerly publicity manager of Villard Books in New York and before that was associate director at the Crown Publishing Group.

In addition, Ballantine Books has recently announced that Liz Williams will join the office as publicity manager for Ballantine/Del Rey/Fawcett/Ivy. Williams was formerly publicity director for Jeremy P. Tarcher Books and prior to that worked at Ballantine in New York.

Of the expansion, Carol Schneider, Random House vice-president and director of publicity, said, "When it comes to author bookings on national shows, we hope to have the same personal relationships there with the *Johnny Carson* and *Pat Sajak* shows that we have here with *New York Today* and *Good Morning America*."

The office is located at 3205 Ocean Park Blvd., Suite 220, Santa Monica, Calif. 90405.

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to subcontract services, said he struck a verbal agreement with Key Book Services in 1987 and signed a formal agreement in April 1988 back-dated to the initial agreement. "There is nothing in my agreement with the publishers that would prevent me from negotiating an arrangement with Key Book Services," he said.

Harold Levine, president of Key Book Services, said, "We're trying to reach a settlement. We've put offers on the table but the publishers initiated this whole mess by tying up the receivables. We are not anxious to put people out of business. We're trying to be reasonable."

Kampmann Criticized

No matter how the court rules, however, this complex case has generated sharp criticism of Eric Kampmann's business practices. *PW* spoke with a number of former clients, including several publishers who originally tried to force him into involuntary bankruptcy in March.

Glen Thompson, president of Writers & Readers, who said he is owed about $78,000 in accounts receivable, asserted that he had not been paid by Kampmann in 15 months and had never had a full accounting of returns. "We publishers have jeopardized ourselves by keeping silent. Eric Kampmann has done an enormous disservice to the industry. What about the thousands of authors affected by this? Books have been sold and the writers want their money. Millions of dollars based on a verbal agreement seems incredible to me. We had a contract with Eric, not with Key Book Services. The bank is a third party, caught in the middle. Eric has gotten away with passing the buck and disregarding the integrity of his agreement with the publishers. The effect on independent publishing is disastrous; now every distribution contract must come under scrutiny."

William Brinton, publisher of Mercury House Publishing, asked, "Why does Kampmann keep getting good press after his demonstrated incompetence? He represented to me that this warehouse was a marvel—it wasn't, and I was appalled. His conduct has been inexcusable. We haven't totaled all our losses, but it will be a lot."

Jennifer Moyer, president of Moyer Bell Ltd., said her company had removed its books before the court order, but that Kampmann was "totally irresponsible. When he moved to Bridgeport we knew it was the beginning of the end. We got complaints weekly from bookstores. Everyone was astonished how screwed up the warehouse was. He was always late paying, and appeared to pay people arbitrarily. And you had to ask him for money—that's just not right. Eric has hurt a lot of people, and I don't think he's accepted resonsibility for some terribly damaging decisions."

John Calder, president of Riverrun Press, and Claudia Menza, Riverrun office manager, said the company was owed $30,000 in accounts receivable but had removed their books from the warehouse before the order. They dictated a litany of late payments, incorrect payments and unauthorized deductions.

Regnery, who said his company was owed about $800,000 by Kampmann, observed: "He's a great salesman but he's not a very good businessman."

Kampmann told *PW*, "I'm afraid that the late and erratic payments are all true, but you have to put them in a context. I was in a severe financial crisis. In hindsight I should have made radical changes in the business when I was the only one sitting on the losses, and now others have been drawn in. I fault myself; I signed agreements that were unprofitable. I don't think I was irresponsible. I tried to make adjustments rather than go out of business." —CALVIN REID

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American Country Christmas

by Mary Emmerling and Chris Mead

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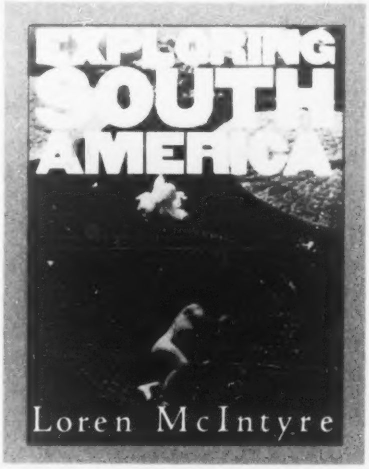
Exploring South America

by Loren McIntyre



World renowned as the discoverer of the source of the Amazon and as one of *National Geographic*'s greatest photographers, Loren McIntyre has spent four decades exploring the mountains, deserts, rivers, and forest interior of South America. Here, in vivid tales of adventure and 400 spectacular color photos, is his tribute to a vast continent that has fascinated explorers since the first conquistadors landed on its shores 500 years ago.
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Publishers Weekly

VOLUME 236 NUMBER 8
ISSN 0000-0019

THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING

AUGUST 25, 1989

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B & N Catalogue Adds 800 Number; New Waterstone's Guide Due

For all the uproar by booksellers over Jason Epstein's *The Reader's Catalog* and its toll-free number (News of the Week, July 28), it isn't the only catalogue to offer consumers the opportunity to bypass the bookshop.

Barnes & Noble, a catalogue mailer for over a decade, has now added a toll-free number for the first time. Neil Boyle, vice-president of marketing at Barnes & Noble, said the company distributes the free catalogue to nearly 20 million consumers. Not offered to booksellers, it lists some 800 to 1000 books. Boyle said adding the toll-free number was not necessarily in response to *The Reader's Catalog*. "We've been exploring the use of a toll-free number for a while as a way to serve our customers," said Boyle. "Hopefully they'll respond and make it cost effective." B & N is also experimenting with a separate telephone ordering service to be called Bookline. Boyle said the new service was "very tentative at this time."

Across the Atlantic the British bookseller Waterstone's is preparing the third edition of its *Waterstone's Guide to Books*, an illustrated 900-page annotated catalogue listing more than 40,000 books in print. It was first published in 1987.

Books may be ordered by telephone, mail or fax and, said editor Tom Birchenough, it has not had the complaints from other booksellers that the Epstein catalogue experienced.

"I think in general it's been constructive," Birchenough told *PW* from London. "It's been proved helpful to other bookstores. For this edition we've concentrated on fewer books and allowed more commentary on them. It's a unique list of literature that covers more titles than you can find in even the better bookstores in England."

Birchenough said 35,000 copies are published but was unsure what the circulation of the book is in the U.S. But this year, he said, with a *New York Times* advertising campaign planned, Waterstone's expects a higher response from American consumers. The new edition should be out in the fall.

Treasure Hunters Denounce Concealment of Book's Solution

A California treasure hunter has announced that he will "very probably" file a lawsuit against a contest-managing company that refuses to reveal the solution to an expired five-year $500,000 treasure hunt whose clues were contained in an 80-page book. The prize, a golden horse with a key to a safe deposit box in its belly, was reportedly concealed somewhere within the continental U.S.

The deadline for solving *Treasure in Search of the Golden Horse*, published in 1984 by book packager Intravision Inc. and distributed by Warner, was May 1989. The prize, as stated in the rules, has been donated to charity.

Problems arose when D. L. Blair Inc. of Garden City, N.Y., an independent contest administrator, refused to reveal the solution, leading to an outcry from Anthony Castaneda, a California lawyer, and many other treasure hunters around the country.

The creators of *Treasure in Search of the Golden Horse*—Paul Hoffman, an editor at *Discover* magazine who is known as "Dr. Krypton" in the puzzle-treasure hunt world, and Sheldon Rennan, a freelance writer—also refuse to reveal the solution and did not return calls from *PW*.

Castaneda said he and at least two other treasure hunters are drafting an "adamant" letter to California's attorney general to force D. L. Blair to release the solution. "We've researched the law in this area," said Castaneda. "The statutes compel the administrator of these contests to reveal the solution or be liable to fines."

Thomas Conlon, president of D. L. Blair, declined to respond to queries about the California law and said his firm is not obligated to reveal the solution.

Sandy Richards, executive vice-president of D. L. Blair, said, "In contests of skill the results are generally not released. In these contests it is possible to come up with solutions based on the clues provided that are not right. People involved in these contests can be very adamant about their solutions and there is a potential for lawsuits." Richards also said that D. L. Blair is living up to its contract by not revealing the solution.

The recipient of the money and the solution to the hunt is Big Brothers and Big Sisters of Philadelphia. Conlon said the money was awarded with the stipulation that Big Brothers not reveal the solution.

Intravision would also

AAP Sales Report for June

Category	% change, June*	% change, YTD
Adult hardcover	-10.9	4.8
Adult paperback	16.5	14.1
Juvenile hardcover	12.9	13.5
Juvenile paperback	11.5	48.1
Univ. pr. hardcover	13.0	11.4
Univ. pr. paperback	21.7	17.2
Bibles, etc.	-18.5	2.5
Mass market paperback	9.0	1.9
Book club	-1.5	1.2
Mail order	38.5	23.9
Sci-tech	14.3	-0.6
College texts	42.0	27.3
School texts	8.7	13.0

**Percent changes measured against same time periods, 1988.*

. . .NEA study

literary merit seemed less than half that size, comprising between a tenth and a quarter of the adult population," the researchers found. They acknowledged that their definition of good literature is debatable.

"Moreover, the audience for meritorious contemporary works appeared to be smaller still, constituting something like 7%–12% of all adults. Thus, although most Americans can and do read, followers of serious literature are distinctly in the minority."

Noting that 59% of literature readers were female, they concluded that "literature has also become an art that is neglected by men and dominated by women."

The authors blame publishers for not promoting works of merit. "There are actions available to private firms and public organizations that might help to boost the sale and readership of contemporary works of merit," they said. Currently, publishers tend to confine their promotion to "preaching to the converted" when they might instead use profits from more successful books to publicize literary works more widely. Or there could be "promotional campaigns conducted by libraries and booksellers, by cash and in-kind contributions from corporations, and by grants from private foundations or public agencies."

—HOWARD FIELDS

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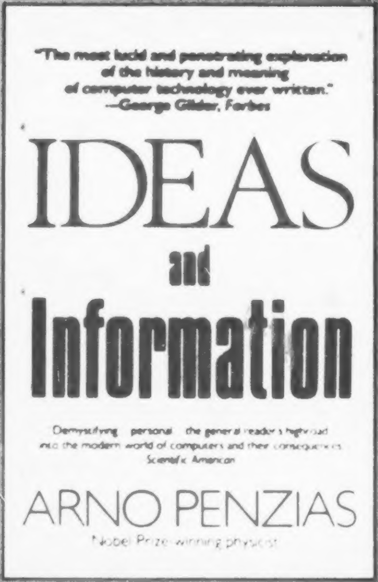
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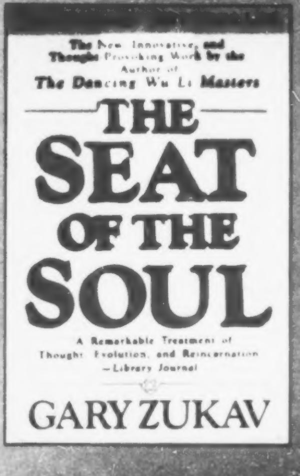
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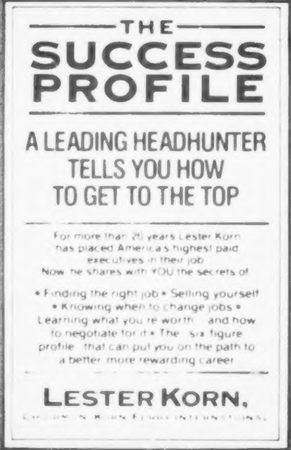
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Publishers Weekly

VOLUME 236 NUMBER 12
ISSN 0000-0019

THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING

SEPTEMBER 22, 1989

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Court Enjoins Dove's Distribution Of 'Lonesome Dove' Audio

In the ongoing battle between Simon & Schuster and Dove Books on Tape for the spoken audio rights to Larry McMurtry's bestselling novel, *Lonesome Dove*, the U.S. District Court for the Central District of California has granted a preliminary injunction prohibiting Dove from shipping, selling or distributing an audio adaptation of the television miniseries soundtrack based on the book. The court also raised the amount of bond Simon & Schuster must post for potential damages to Dove from $20,000 to $300,000.

The ruling was made at a hearing in Los Angeles Federal Court on August 28 and will remain in effect until the case goes to trial. A trial date had not been set at press time.

The two companies have been engaged in a legal dispute over audio rights to *Lonesome Dove* (*PW*, May 12, 19, June 2, August 4) since last May, when Simon & Schuster filed a suit against Dove claiming that the company's audio version of the TV miniseries soundtrack of *Lonesome Dove*, which aired earlier this year, violated Simon & Schuster's exclusive copyright interests in the novel. Also named in the suit was Qintex Entertainment, the producer of the miniseries. At that time, the court issued a temporary restraining order enjoining Dove from distributing its audiocassette version of the miniseries soundtrack. Dove was not required to recall the 9000 tapes it had already shipped, however.

Simon & Schuster, which published the hardcover version of *Lonesome Dove* in 1985, maintains that it acquired the rights to publish an audio version of the book when it acquired the rights to publish the novel. Dove licensed the miniseries soundtrack from Qintex, which acquired the motion picture rights to *Lonesome Dove* in an agreement with Motown Productions. Dove and Qintex both claim that the contract granting the motion picture rights to Qintex entitled them to produce a derivative work, such as a teleplay or audio adaptation of the television series. Dove and Qintex both have filed countersuits against Simon & Schuster.

The court's decision to issue a preliminary injunction against Dove is considered a "major victory" by Simon & Schuster, according to Elizabeth McNamara, senior counsel for the company. "It upholds our firm conviction that our contract with Mr. McMurtry gives us the sole right to adapt the book on audiotape," she said. According to a company spokesperson, however, Simon & Schuster has postponed indefinitely its plans to release the "authorized" audio version of *Lonesome Dove*—a four-cassette abridgement of the novel, originally scheduled for release this fall.

As for Dove's reaction to the injunction, in-house counsel Jessica Kaye was not discouraged. "Naturally, we would have preferred that the motion be denied, but we haven't given up yet. Nothing's etched in stone until the case goes to trial."

In the meantime, both sides in the dispute have raised the possibility of an out-of-court settlement, according to McNamara of Simon & Schuster. "On the up side," said Dove's counsel Kaye, "there have been some settlement discussions. I think we both hope we can come to a reasonable solution."

In a separate suit, Simon & Schuster is seeking another preliminary injunction against Dove regarding the design of Dove's *Lonesome Dove* audiocassette jacket cover and its similarities to the cover art of Simon & Schuster's audiocassette package. A hearing regarding the cover issue is set for October 2

—JOANNE TANGORRA

Rodale Press Bails Out St. Mark's Bookstore in Manhattan

St. Mark's Bookstore, on the verge of going out of business, has been given a reprieve by Rodale Press—whose books are not even carried by the financially troubled New York City store, which specializes in small press and literary titles.

Robert Contant, co-owner of the store, said an agreement with the president of Rodale Press to provide temporary financial assistance has been reached and that negotiations for a long-term financial investment by Rodale are continuing.

President Robert Rodale told *PW* he has agreed to help the store in two phases. First is an immediate $50,000 loan in an escrow account to allow the store to restock. The second phase will involve a loan for a larger amount of working capital contingent on St. Mark's renegotiating its debt to publishers. Rodale is also asking for a minority equity interest in the store.

Debts at the popular East Village bookstore (News of the Week, Aug. 18) are estimated to be $375,000. The Rodale staff is also providing business advice to St. Mark's.

Rodale said he read about the store's troubles in the *Wall Street Journal* and went by to see the owners. "I was under the impression they needed $100,000 but I quickly realized they needed much more. So I gulped and said, you can count on me.

Robert Rodale

"I feel very strongly that people need to be able to get small press and intellectual books," said Rodale, whose own company publishes practical reference books on health, gardening and woodworking. Rodale noted that he had subsidized the publishing of small press books but never a bookstore. "I've never done anything like this before and probably never will again. They don't even carry Rodale books, but I'm not pressuring them to. I'm really counting on the other publishers to help out with settling the debt, and the signs look good. One way or another we'll survive."

Rodale Press, based in Emmaus, Pa., grossed $100 million in book sales in fiscal 1988.

—CALVIN REID

AAP Sales Report for July

Category	% change, July	% change, YTD
Adult hardcover	-9.4	1.4
Adult paperback	8.1	10.5
Juvenile hardcover	21.5	14.8
Juvenile paperback	36.9	51.3
Univ. pr. hardcover	5.3	10.0
Univ. pr. paperback	-10.1	8.5
Bibles, etc.	41.9	8.6
Mass market paperback	10.3	3.1
Book club	-3.2	0.5
Mail order	-0.7	22.6
Sci-tech	6.8	0.2
College texts	22.2	19.4
School texts	13.7	13.5

***Percent changes measured against same time periods, 1988.**

PW's Second Annual Publishing Salary Survey
State of the Business: A Look at Returns, Pricing, Advances, Role of the Chains
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Publishers Weekly

VOLUME 236 NUMBER 13
ISSN 0000-0019

THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING

SEPTEMBER 29, 1989

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Waldenbooks to Open Brentano's In Scribner's Amid Controversy

The 75-year-old Fifth Avenue Scribner's Bookstore in New York City, closed since January, will open its doors again in October as the newest branch of Brentano's. Waldenbooks, Brentano's parent company, is reported to have signed a six-year lease for $1.2 million a year with the Benetton family of Italy, owners of the landmark building.

However, a competing group expressed surprise and outrage at the deal, charging they had received verbal assurances on a deal from Benetton and that their representatives, summoned to seal the agreement, had arrived in Italy to find their proposal rejected. The group, consisting of Waterstone's, the British bookselling chain, the 42nd Street Development Corporation, a nonprofit urban preservationist firm, and the J. M. Kaplan Fund, a foundation that often donates to urban preservation projects, had hoped to bring an "old-fashioned bookstore" to the landmark Fifth Avenue site at 48th Street in Manhattan. Since the store closed in January Benetton has been negotiating with the Waterstone's group, Waldenbooks and B. Dalton.

Frederic S. Papert, president of the 42nd Street Development Corporation, said, "We were astonished to hear about the signing. During the negotiations it was plain that we would at least be able to match any other offer. We had found a good guy in Waterstone. If you've ever seen their stores in London you know they have everything you could want in a bookstore. Waterstone's was looking for a flagship location and we planned a complete restoration of the interior."

Papert told *PW* that along with Roland Algrant of William Morrow, and Joan Davidson of the Kaplan Fund, he approached Waterstone's, which was interested in opening its first American store. The two preservationist groups had offered Benetton a variety of proposals for the space before settling on Waterstone's. In addition to monies for restoration provided by the Kaplan Fund, which has been involved in startups of several specialized bookstores in New York City, Waterstone's had also committed funds for extensive restoration. "These chains buy the names of these venerable old booksellers," said Papert about the Waldenbooks acquisition of the Brentano's trademark, "to lure people into these dehumanizing fast-food bookstores. We're still hoping that Waterstone's will come to New York and open a first-rate store."

"Among many other things, we brought in prominent architects to do pro bono work on the restoration," said Davidson. "Benetton encouraged us. The fact that they would lead us on after the enormous amount of work and effort we put into organizing this is pretty dirty pool."

But Patrizia Spinelli, spokesperson for Benetton, refuted the charges. "There was no written or verbal agreement to allow a matching offer, and it is not true that Waterstone's representatives were informed only after arriving in Italy." The reasons for choosing Brentano's, Spinelli said, were "in keeping with Benetton's tradition of cultural sensitivity. We wanted a bookstore and we wanted a solid business, a strong company that would influence other renters." Spinelli continued, "Waterstone's had just been taken over by W. H. Smith and appeared not as solid. It also would have been Waterstone's first experiment with a store in America. Brentano's is part of a prestigious chain and it will have a very upscale store at the location." Spinelli also said, "Restoration will be done."

Dara Tyson, spokesperson for Waldenbooks, said an account of the new Brentano's in the *New York Times* was "erroneous." Tyson said, "The store is not going to be like every other store. Each Brentano's is tailored to the area it serves. The Scribner's Bookstore is special and the new Brentano's will reflect that. Restoration will be done and has been done. Anything in disrepair will be restored to match its original appearance."

—Calvin Reid ☐

Book Sales Rise 8.5% to $13 Billion in 1988

Book sales in 1988 totalled $13.2 billion, an increase of 8.5% over 1987, according to estimates by the Association of American Publishers. However, 1987's sales of $12.2 billion marked an increase of 9.2% over 1986.

In the 1988 estimated figures, trade publishing showed the greatest gain—11.9%—and with sales of $3 billion was the largest segment in the industry. Juvenile publishing posted the highest increases: hardcover, 16.7%, and paperback, 23.1%. Adult hardcovers rose 6.1% and adult paperbacks, 17.2%.

In other categories, university press books rose 15.9% and rack-size mass market paperbacks rose 10.2%.

AAP Estimated Industry Sales 1987-88

	Millions of Dollars		
	1987	1988	
	$	$	% chg from 87
Trade (Total)	2712.8	3036.4	11.9
Adult Hardbound	1350.6	1433.0	6.1
Adult Paperbound	727.1	852.2	17.2
Juvenile Hardbound	478.5	558.4	16.7
Juvenile Paperbound	156.6	192.8	23.1
Religious (Total)	638.8	675.9	5.8
Bibles, Testaments, Hymnals & Prayerbooks	177.6	185.9	4.7
Other Religious	461.2	490.0	6.2
Professional (Total)	2207.3	2411.9	9.3
Business	388.8	446.0	14.7
Law	780.0	833.0	6.8
Medical	406.5	445.9	9.7-
Technical, Scientific & Other Professional	632.0	687.0	8.7
Book Clubs	678.7	690.2	1.7
Mail Order Publications	657.6	697.7	6.1
Mass Market Paperback Rack-Sized	913.7	1006.9	10.2
University Presses	170.9	198.1	15.9
Elementary & Secondary Text	1695.6	1783.8	5.2
College Text	1549.5	1716.8	10.8
Standardized Tests	104.0	111.4	7.1
Subscription Reference	437.6	473.9	8.3
AV & Other Media (Total)	213.0	207.9	-2.4
Elhi	174.7	166.7	-4.6
College	15.1	15.0	-0.7
Other	23.2	26.2	2.9
Other Sales	210.4	218.2	3.5
Total	12190.3	13229.1	8.5

Where the Money Is

PW's new survey shows that, as you might expect, it can be much better (about six times better) to be a publisher in Chicago than in Idaho

Survey conducted by Mary Connors; Commentary by John F. Baker

Things haven't gotten magically better for publishing people since *PW* published its first annual publishing salary survey last year (Sept. 16, 1988). It's still a profession where, as we put it last year, pay involves "a slow start and a low top." But this year, using a considerably larger sample, and with respondents clearly defined in terms of their geographic distribution across the nation, we got figures from responding publishers that were somewhat higher, at both top and bottom of the scale, than last year's. They are still figures, however, that depend very much on where you work.

Big Cities Are Best

It's no secret that metropolitan publishers—in New York, Boston and Chicago—offer much better pay than their colleagues in smaller communities in the South, the West and Midwest. It's largely a matter of scale: the bigger the publisher, generally speaking, the higher the salaries; and big publishers tend to be located in major communications centers.

Some of these variations are quite remarkable, even so. The example in the headline is certainly an extreme example (publisher in a Mountain state: $34,000; in an East North Central state: $201,500) but it's not uncommon to find people in the same jobs in different parts of the country earning twice (or half) as much as each other.

As might be expected, Middle Atlantic (which includes New York, New Jersey and Pennsylvania) is the region most frequently cited for highest salary levels, joined occasionally by East North Central, which embraces Ohio, Indiana, Illinois, Michigan and Wisconsin. Lowest pay is experienced by people in the Mountain states (Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah and Nevada) and West South Central (Arkansas, Louisiana, Oklahoma and Texas). These figures may, however, be skewed somewhat by the proportions of responses from the different areas: 29% were from Middle Atlantic states, only 5% from Mountain and West South Central. Still, there is no doubt that major regional pay differentials exist across the board.

Kinds of Publishing

What kinds of publishers are these? Not, to judge by the responses, predominantly general trade publishers. The kind of titles mentioned most often by respondents were trade paperbacks (24.3%; subjects unspecified) and educational and textbooks (20.2%). Hardcover nonfiction (17.4%) and business and professional books (16.3%) were also frequently cited; then there was a major drop to reference and children's (both between 7% and 8%). Only 5.1% were involved in mass market paperbacks, and only 3.9% in hardcover fiction.

As in last year's survey, the size of responding publishers ran the gamut, from those with annual gross sales of less than $250,000 (9%) to those with sales of $100 million or more (4.5%). The majority of respondents fell between $1 million and $25 million, and the average for all of them was $13.7 million. In terms of employees, nearly 29% of respondents had fewer than 10 full-time people, and nearly 4% had 1000 or more; but over 70% had fewer than 50 employees.

The Impact of Experience

The new survey indicated that people in most of the positions reported had achieved them after fewer years of job experience than was the case in last year's report. Company owner or president had 16 years on average, compared to over 21 years last year; publishers had about 13 years compared to over 18 last year; and production directors had eight years compared to 17 years (though in this case a change of title was involved, from v-p production in

(Continued on page 21)

JOBS, PAY, EXPERIENCE

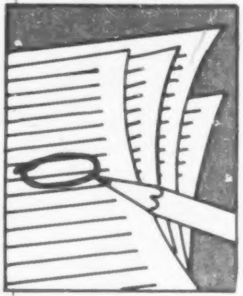
CORPORATE

	Average Base Pay	Lowest Paying Region	Highest Paying Region	Average Yrs. Exp
Owner/President	$105,900	$65,200 (WSC)*	$164,000 (ENC)	16
Chief Financial Officer	62,600	25,700 (M)	90,600 (ENC)	8
Executive/Senior VP	91,900	31,300 (M)	246,300 (ENC)	12

PUBLISHING DEPARTMENT

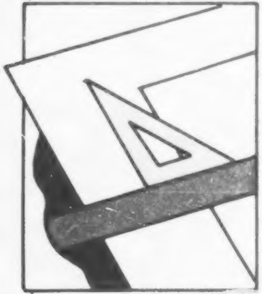
	Average Base Pay	Lowest Paying Region	Highest Paying Region	Average Yrs. Exp
Publisher	$ 99,400	$ 34,000 (M)	$201,500 (NC)	13

EDITORIAL DEPARTMENT



	Average Base Pay	Lowest Paying Region	Highest Paying Region	Average Yrs. Exp
Editor-in-Chief	$ 53,700	$ 28,300 (M)	$ 61,000 (MA)	12
Executive/Managing Ed.	39,200	24,000 (M)	48,900 (MA)	9
Editor	33,000	23,400 (M)	39,300 (MA)	7
Copy Editor	22,700	18,200 (M)	25,000 (MA)	6
Secretary/Assistant	18,300	15,600 (ENC)	19,500 (MA, P)	3

ART DEPARTMENT



	Average Base Pay	Lowest Paying Region	Highest Paying Region	Average Yrs. Exp
Director	$ 34,200	$ 21,400 (ME)	$ 54,100 (MA)	8
Manager	28,500	18,600 (NE)	35,000 (ESC)	8
Secretary/Assistant	17,600	15,000 (M, NE)	18,400 (MA, P)	3

PW's Second Annual Publishing Salary Survey

PRODUCTION DEPARTMENT

	Average Base Pay	Lowest Paying Region	Highest Paying Region	Average Yrs. Exp.
Director	$ 42,300	$ 27,500 (WSC)	$ 61,600 (WNC)	8
Manager	31,900	22,300 (WSC)	36,100 (MA)	9
Secretary Assistant	18,100	14,500 (M)	19,700 (MA)	5

MARKETING DEPARTMENT

	Average Base Pay	Lowest Paying Region	Highest Paying Region	Average Yrs. Exp.
Vice President	$ 70,900	$ 23,000 (M)	$ 93,200 (MA)	11
Director	42,800	33,100 (ENC)	53,600 (MA)	10
Manager	32,400	21,200 (M)	39,300 (NE)	6
Secretary Assistant	17,900	14,500 (M)	21,500 (ESC)	5

SALES DEPARTMENT

	Average Base Pay	Lowest Paying Region	Highest Paying Region	Average Yrs. Exp.
Vice President	$ 69,400	$ 32,000 (WSC)	$ 82,200 (MA)	11
Director	49,800	36,800 (SA)	71,300 (MA)	10
Manager	40,900	18,100 (M)	65,500 (MA)	8
Sales Rep	34,500	15,900 (M)	54,700 (MA)	5

ADVERTISING/PUBLICITY DEPARTMENT

	Average Base Pay	Lowest Paying Region	Highest Paying Region	Average Yrs. Exp.
Manager	$ 30,500	$ 20,100 (WSC)	$ 35,300 (P)	5
Secretary Assistant	20,300	14,000 (NE)	22,500 (MA)	2

LEGEND

NE is New England: Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut

MA is Middle Atlantic: New York, New Jersey, Pennsylvania

ENC is East North Central: Ohio, Indiana, Illinois, Michigan, Wisconsin

WNC is West North Central: Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, Kansas

ESC is East South Central: Kentucky, Tennessee, Alabama, Mississippi

WSC is West South Central: Arkansas, Louisiana, Oklahoma, Texas

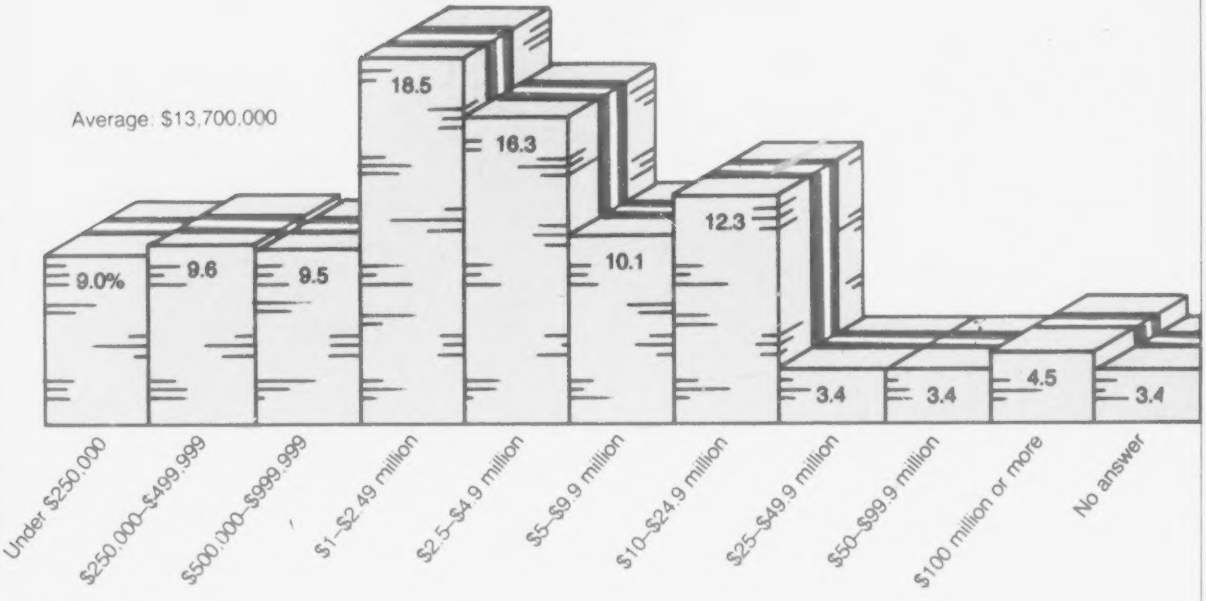
SA is South Atlantic: Delaware, Maryland, Washington, D.C., Virginia, West Virginia, North Carolina, South Carolina, Georgia, Florida

M is Mountain: Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada

P is Pacific: Alaska, Washington, Oregon, California, Hawaii

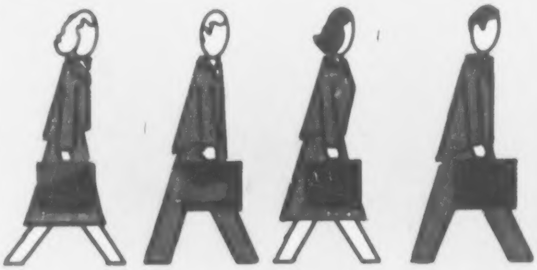
PW's Second Annual Publishing Salary Survey

SIZE OF COMPANIES



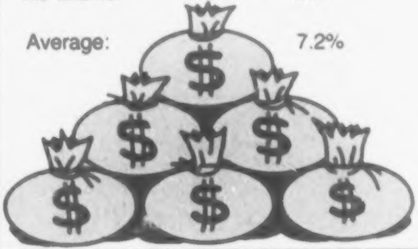
NUMBER OF EMPLOYEES

	1988	Expected 1989
Less than 10	28.7%	25.8%
10–24	26.4	28.1
25–49	15.7	13.5
50–74	7.3	9.6
75–99	4.5	4.5
100–249	7.9	8.4
250–499	1.1	0.6
500–999	3.4	2.8
1,000 or more	3.9	4.5
No answer	1.1	2.2
Average:	182	189



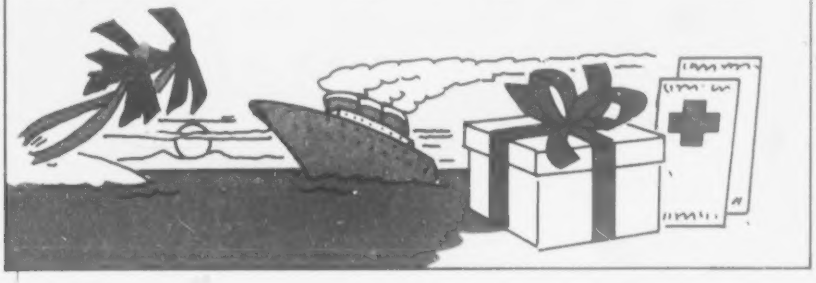
SALARY INCREASES

	1988	Expected 1989
1%	0.6%	—
2%	2.3	—
3%	3.9	2.2%
4%	6.8	5.6
5%	24.7	31.5
6%	15.7	18.0
7%	6.2	6.7
8%	9.0	7.3
9%	1.1	2.2
10%	12.9	11.8
11%–15%	3.9	3.4
16% or more	3.9	1.7
No answer	9.0	9.6
Average:	7.2%	7.2%



BENEFITS AND PERQUISITES AVAILABLE

	Available	Senior Management Only	Management Only	Support Staff Only	Management & Support Staff
Paid vacation	94.4%	3.0%	0.6%	0.6%	86.9%
Medical	93.3	2.4	0.6	—	88.6
Life Insurance	77.0	4.4	2.2	—	84.7
Disability	74.7	6.8	2.3	—	83.4
Dental	69.1	3.3	0.8	—	87.0
Overtime	57.9	—	—	88.3	7.8
Pension	49.4	5.7	1.1	—	83.0
Company car	35.4	74.6	7.9	1.6	12.7
Profit sharing	32.6	15.5	6.9	—	69.0
Investment plan	21.9	7.7	5.1	—	76.9
Stock options	12.4	63.6	9.1	—	22.7
Club membership	11.8	71.4	14.3	—	14.3
First class travel	10.7	73.7	15.8	—	—
Fitness/Health Program	9.6	29.4	5.9	—	58.8
Recreational facilities	8.4	13.2	20.0	—	46.7
Longevity bonus	5.6	—	30.0	10.0	40.0
Signing bonus	5.1	33.4	22.2	11.1	33.3
Stock discount	3.9	42.8	14.3	—	28.6



1988 to production director this year).

It's possible that this interesting difference, like several others, is due to the greater number of small publishers involved this year (nearly a third had annual gross revenues of $1 million or under this year, compared to 11.1% last year), with their shorter work histories.

The Prospect of Raises

How about raises? Last year's survey indicated that the average raise given in 1987 was 6.6%, and that companies expected to offer a similar raise in 1988. In fact they did rather better than that: our new report shows that the average increase in 1988 was 7.2% and that, once again, that figure is expected to be repeated in 1989. Raises of 5% were in fact most common last year (24.7% of companies reporting), with 6% (15.7%) and 10% (12.9%) as the other most frequently cited amounts. For what it's worth, projections were for more 5% and 6% raises, and fewer higher ones, in 1989.

Benefits and Perquisites

Perhaps because, as noted, the survey net embraced more small publishers, the benefits reported were at a slightly lower ebb. Paid vacations were offered by 94.4% and medical coverage by 93.3%; 77% got life insurance and 74.7% got disability. Pensions were offered by slightly fewer than half the respondents. All these figures were higher in last year's survey—sometimes, as in the case of pensions, considerably higher.

Summary

As noted, there are no major surprises in this second report—though it does seem to offer a rather more realistic reflection of actual salaries than the first one, as a result of its greater number of responses (see box on "How the Survey Was Conducted"), and the more scientific way in which the respondents have been geographically defined. The strongly marked difference in pay according to location is the news in the 1989 survey—news that may not convince New York or Boston publishing people that they are being adequately paid, but at least sufficient to convince them that they could be doing much worse if they worked elsewhere. ☐

How the Survey Was Conducted

The survey questionnaire and cover letter was sent out last April by Cahners Research, the research arm of our parent company, to 1000 book publishers selected at random from *PW*'s subscriber base. A follow-up mailing went out in May and the study closed at the beginning of June. A total of 178 respondents—more than last year's 135—returned the forms, for a response rate of 18%—lower than in 1988. Included in the mailing was a job description form to help respondents match jobs in their company to those in the questionnaire. More than 70% of the respondents answered for their entire company, while 26% said they were answering for a division of a company; 26% of the respondents were owners or presidents, 13% were directors, 10% were vice-presidents.

Titles and Prices, 1988; Final Figures

Output dipped, prices rose.

BY CHANDLER B. GRANNIS

A slight decline—about 1%—in the book title output of American publishers took place in 1988 compared with 1987, according to information derived from R. R. Bowker Co. databases. The figure contrasts with a sharp increase recorded for 1987 compared with 1986. A falling-off of mass market paperback output (by 22.8%), especially in fiction, is the main reason for the 1988 decline; this was tentatively predicted in our preliminary report (March 10).

Pluses and minuses in other categories more or less canceled each other out, as a look at Table 1 will suggest.

Average prices of hardcover books increased over 7.5%, mass market paperback prices went up 13.8%, and trade paperback prices rose 3.2%.

Hardcover and trade paperback figures come from Bowker's *Weekly Record/American Book Publishing Record (BPR)* database produced under the direction of Beverly Lamar with cooperation from the Li-

TABLE 1

AMERICAN BOOK TITLE PRODUCTION

CATEGORY	1986 ALL HARD & PAPER	1987 FINAL HARD & TRADE PAPER Books	Editions	Totals	ALL HARD & PAPER	1988 FINAL HARD & TRADE PAPER Books	Editions	Totals	ALL HARD & PAPER
Agriculture	564	548	97	645	652	561	102	663	666
Art	1,697	1,460	226	1,686	1,693	1,384	203	1,587	1,602
Biography	2,152	1,903	292	2,195	2,259	1,898	285	2,183	2,250
Business	1,604	1,088	346	1,434	1,462	1,195	440	1,635	1,647
Education	1,029	906	161	1,067	1,081	940	158	1,098	1,113
Fiction	5,578	3,264	402	3,666	6,298	3,329	279	3,608	5,564
General Works	2,484	2,232	307	2,539	2,620	2,086	335	2,421	2,475
History	2,471	2,310	544	2,854	2,882	2,478	759	3,237	3,260
Home Economics	1,103	930	136	1,066	1,168	838	146	984	1,057
Juveniles	4,516	4,000	278	4,278	4,642	4,410	237	4,647	4,954
Language	668	544	103	647	699	503	113	616	628
Law	1,385	1,149	392	1,541	1,544	965	374	1,339	1,343
Literature	2,145	2,024	293	2,317	2,358	1,954	284	2,238	2,272
Medicine	3,445	3,281	668	3,949	3,995	3,187	675	3,862	3,900
Music	356	283	66	349	352	273	55	328	329
Philosophy, Psychology	1,669	1,424	282	1,706	1,845	1,582	278	1,860	1,955
Poetry, Drama	1,278	1,141	80	1,221	1,236	1,127	97	1,224	1,270
Religion	2,788	2,474	360	2,834	2,850	2,401	328	2,729	2,746
Science	3,360	3,046	607	3,653	3,658	3,091	643	3,734	3,743
Sociology, Economics	7,912	6,987	1,049	8,036	8,115	7,158	1,026	8,184	8,247
Sports, Recreation	1,192	901	184	1,085	1,263	837	130	967	1,099
Technology	2,698	2,259	468	2,727	2,756	2,209	457	2,666	2,694
Travel	543	484	132	616	629	487	165	652	669
Total	52,637	44,638	7,473	52,111	56,027	44,893	7,569	52,462	55,483

NOTE: Figures for mass market paperbound book production are based on entries in *Paperbound Books in Print*. Other figures are from the *Weekly Record (American Book Publishing Record)* database.

TABLE 2

PAPERBACKS (EXCLUDING MASS MARKET)

CATEGORY	1986 TOTALS	1987 FINAL NEW BOOKS	NEW ED'NS	TOTALS	1988 FINAL NEW BOOKS	NEW ED'NS	TOTALS
Fiction	431	295	87	382	345	136	481
Nonfiction	15,502	13,463	2,855	16,318	13,658	2,952	16,610
Total	15,933	13,758	2,942	16,700	14,003	3,088	17,091

brary of Congress. The LC does not report mass market listings, so the mass market figures were drawn from the year's listings in the Bowker *Paperbound Books in Print* indexes (*PBIP*). Table 1, reflecting all books of all kinds, brings these two sources together.

Table 2 summarizes trade paperback output. Here, fiction titles were up 26%, but the total increased only 2.3%.

Table 3, mass market, shows an overall decline of 22.8%—art and poetry going up, all other groups down.

Table 4 shows a 4.8% increase in titles that can be identified as imported editions.

Translations, Table 5, are also not fully identified, but the figures are comparable from year to year; they increased 5.5% in 1988.

Table A, all hardcover per-volume prices, shows a 1988 rise of 7.5%; Table A-1, hardcover volumes priced under $81, rose 7.8%.

Table B indicates that mass market paperback prices were up 10.8% in the predominant category, fiction.

Table C shows trade paperback prices up 3.2% overall, but trade paperback fiction prices rose 8.7%.

Table D, made from a hand count of books advertised in *PW* fall announcement issues, shows median prices unchanged in novels, down in biography, up in history; averages were higher in the history area.

Each of the 23 standard subject groups used here represents one or more specific Dewey Decimal Classification numbers as follows:

Agriculture, 630–639, 712–719; Art, 700–711, 720–779; Biography, 920–929, B; Business, 650–659; Education, 370–379; Fiction; General Works, 000–099; History, 900–909, 930–999; Home Economics, 640–649; Juveniles; Language, 400–499; Law, 340–349; Literature 800–810, 813–820, 823–899; Medicine, 610–619; Music, 780–789; Philosophy, Psychology, 100–199; Poetry, Drama, 811, 812, 821, 822; Religion, 200–299; Science, 500–599; Sociology, Economics, 300–339, 350–369, 380–399; Sports, Recreation, 790–799; Technology, 600–609, 620–629, 660–699; Travel, 910–919.

TABLE 3

MASS MARKET PAPERBACKS

CATEGORY	1986 FIN.	1987 FIN.	1988 FIN.
Agriculture	6	7	3
Art	3	7	15
Biography	76	64	67
Business	31	28	12
Education	20	14	15
Fiction	2,424	2,632	1,956
General Works	61	81	54
History	33	28	23
Home Econ.	97	102	73
Juveniles	461	364	307
Language	17	22	12
Law	4	3	4
Literature	35	41	34
Medicine	43	46	38
Music	10	3	1
Philosophy, Psychology	82	139	95
Poetry, Drama	27	15	46
Religion	25	16	17
Science	14	5	9
Sociology, Economics	55	79	63
Sports, Recreation	160	178	132
Technology	36	29	28
Travel	10	13	17
Total	3,730	3,916	3,021

TABLE 4

IMPORTED TITLES

HARD & TRADE PAPER ONLY

CATEGORY	1986	1987 FINAL			1988 FINAL		
	TOTALS	BOOKS	ED'NS	TOTALS	BOOKS	ED'NS	TOTALS
Agriculture	124	116	19	135	105	24	129
Art	168	117	11	128	135	19	154
Biography	188	152	21	173	176	14	190
Business	159	128	26	154	158	36	194
Education	220	263	13	276	222	17	239
Fiction	247	219	72	291	224	63	287
General Works	346	348	34	382	341	31	372
History	384	411	71	482	442	62	509
Home Econ.	42	32	7	39	34	2	36
Juveniles	112	104	5	109	99	5	104
Language	334	180	21	201	185	21	206
Law	190	179	46	225	158	33	191
Literature	261	277	18	295	309	27	330
Medicine	665	693	64	757	708	71	779
Music	60	59	7	66	62	5	74
Philosophy, Psychology	263	306	25	331	355	20	275
Poetry, Drama	216	168	12	180	186	41	224
Religion	141	139	24	163	146	17	162
Science	1,214	1,154	148	1,302	1,245	151	1,396
Sociology, Economics	1,635	1,617	119	1,736	1,695	130	1,825
Sports, Recreation	110	86	11	97	86	11	97
Technology	618	586	65	651	616	81	897
Travel	46	45	11	56	45	7	52
Total	7,749	7,379	850	8,229	7,738	888	8,626

TABLE 5

TRANSLATIONS INTO ENGLISH

HARD & TRADE PAPER ONLY

	ARABIC	CHINESE	DANISH	DUTCH	FINNISH	FRENCH	GERMAN	HEBREW	ITALIAN	JAPANESE	LATIN	NORWEGIAN	RUSSIAN	SPANISH	SWEDISH	YIDDISH	OTHER	TOTALS
1984 Final	16	27	27	38	10	355	425	28	97	64	42	4	181	97	21	10	N/A	1,466
1985 Final	8	27	17	40	5	416	369	29	92	59	30	13	182	86	28	15	N/A	1,412
1986 Final	29	29	26	48	3	485	470	45	110	116	36	9	185	93	26	11	N/A	1,791
1987 Final	33	39	24	45	3	580	486	45	115	65	38	16	245	130	36	9	N/A	1,908
1988 Final	27	34	23	49	5	570	501	45	129	95	43	12	256	162	47	14	N/A	2,012

NOTE: "Total" covers only the languages listed here.

Titles and Prices, 1988;

TABLE A

HARDCOVER AVERAGE PER-VOLUME PRICES

CATEGORY	1977 PRICES	1986 VOLS.	1986 PRICES	1987 VOLS.	1987 PRICES	1988 FINAL VOLS.	1988 FINAL $ TOTAL	1988 FINAL PRICES
Agriculture	$16.24	391	$39.26	423	$46.24	438	$21,620.61	$49.36
Art	21.24	996	35.41	1,004	37.71	958	38,283.99	39.96
Biography	15.34	1,446	22.96	1,542	25.04	1,538	39,978.55	25.99
Business	18.00	1,115	30.72	1,032	33.31	1,120	42,011.16	37.51
Education	12.95	559	26.11	669	31.58	620	20,803.13	33.55
Fiction	10.09	2,212	16.84	2,499	18.19	2,258	39,817.23	17.63
General Works	30.99	1,511	38.97	1,623	43.81	1,448	72,902.30	50.35
History	17.12	1,598	28.44	1,954	31.74	1,992	66,604.74	33.44
Home Economics	11.16	532	18.97	558	20.13	474	10,134.94	21.38
Juveniles	6.65	3,066	10.64	3,162	11.48	3,603	42,464.22	11.79
Language	14.96	351	32.80	361	37.80	339	13,702.08	40.42
Law	25.04	958	49.20	1,097	49.65	957	48,660.80	50.85
Literature	15.78	1,359	25.73	1,537	28.70	1,465	45,199.40	30.85
Medicine	24.00	2,643	49.99	3,065	57.68	2,914	194,054.91	66.59
Music	20.13	222	32.59	224	35.82	217	8,017.83	36.95
Philosophy, Psychology	14.43	991	29.65	1,090	33.32	1,120	38,923.00	34.75
Poetry, Drama	13.63	617	25.11	699	28.46	649	18,182.10	28.02
Religion	12.26	1,171	21.60	1,226	24.51	1,163	31,086.28	31.10
Science	24.88	2,559	55.65	2,815	62.16	2,904	194,299.45	66.91
Sociology, Economics	29.88	5,043	30.34	5,393	34.38	5,430	202,252.54	37.25
Sports, Recreation	12.28	573	23.25	586	23.96	518	14,154.60	27.33
Technology	23.61	1,904	55.00	1,988	60.24	1,992	129,992.54	65.26
Travel	18.44	218	24.32	227	28.07	215	5,637.06	26.22
Total	$19.22	32,035	$32.43	34,774	$36.28	34,332	$1,338,783.26	$39.00

TABLE A-1

HARDCOVER AVERAGE PER-VOLUME PRICES—LESS THAN $81

CATEGORY	1985 PRICES	1986 VOLS.	1986 PRICES	1987 VOLS.	1987 PRICES	1988 FINAL VOLS.	1988 FINAL $ TOTAL	1988 FINAL PRICES
Agriculture	$29.99	356	$31.89	363	$32.44	351	$ 11,382.24	$32.43
Art	30.05	961	31.63	959	33.07	905	30,632.49	33.85
Biography	20.81	1,431	21.66	1,514	22.75	1,510	35,952.10	23.81
Business	27.27	1,088	28.44	1,007	30.48	1,072	35,280.66	32.91
Education	24.02	556	25.75	654	29.37	609	19,507.13	32.03
Fiction	15.24	2,197	15.89	2,470	17.02	2,215	39,467.23	17.82
General Works	29.05	1,441	31.86	1,518	34.22	1,305	47,981.50	36.77
History	25.41	1,578	27.04	1,906	29.58	1,947	59,794.34	30.71
Home Economics	17.11	528	18.41	554	19.23	472	9,938.74	21.06
Juveniles	9.95	3,062	10.47	3,157	11.29	3,601	42,290.57	11.84
Language	27.61	340	30.24	345	33.26	322	11,288.23	35.06
Law	35.87	863	37.28	953	37.40	810	30,549.55	37.78
Literature	23.46	1,346	24.63	1,515	28.97	1,442	42,659.90	29.58
Medicine	36.29	2,235	37.34	2,405	38.33	2,052	102,158.98	49.79
Music	27.72	217	26.30	216	31.92	211	7,498.88	35.54
Philosophy, Psychology	27.34	980	28.48	1,062	31.48	1,081	35,438.90	32.78
Poetry, Drama	20.90	610	22.82	679	24.99	634	17,222.10	27.10
Religion	18.88	1,162	20.08	1,210	23.09	1,153	30,093.93	26.10
Science	40.06	2,122	40.96	2,186	43.02	2,066	107,148.80	51.86
Sociology, Economics	27.91	4,978	28.89	5,266	31.65	5,249	183,644.33	34.99
Sports, Recreation	21.36	571	21.77	582	23.32	515	14,454.60	27.45
Technology	38.60	1,630	39.88	1,622	41.68	1,500	80,168,37	53.45
Travel	22.07	216	23.74	221	24.45	213	5,297.06	24.87
Total	$26.57	30,468	$27.15	32,364	$28.96	31,235	$999,550.13	$31.23

TABLE B

MASS MARKET PAPERBACKS AVERAGE PER-VOLUME PRICES

CATEGORY	1986	1987		1988 PRELIMINARY		
	PRICES	VOLS.	PRICES	VOLS.	$ TOTAL	PRICES
Agriculture	$ 6.04	6	$ 3.56	3	$ 12.95	$ 4.32
Art	9.80	7	12.38	15	155.25	10.35
Biography	5.15	62	5.10	67	145.35	6.20
Business	7.73	28	6.39	11	83.05	7.55
Education	7.28	14	5.99	15	107.80	7.19
Fiction	3.46	2,571	3.59	1,956	7,811.96	3.97
General Works	5.07	80	5.40	54	373.70	6.92
History	5.17	28	4.90	19	124.70	6.56
Home Economics	6.23	99	6.69	73	457.85	6.27
Juveniles	2.71	363	2.80	197	945.55	3.18
Language	5.28	22	4.94	11	66.10	6.01
Law	3.98	3	3.98	4	18.35	4.59
Literature	4.92	40	4.50	31	168.55	5.44
Medicine	7.18	46	6.28	34	228.40	6.72
Music	4.21	3	7.45	1	2.95	2.95
Philosophy, Psychology	5.07	137	4.96	89	543.70	6.11
Poetry, Drama	5.76	13	5.05	46	151.50	3.29
Religion	3.84	16	3.71	17	80.90	4.76
Science	5.91	5	4.55	9	49.10	5.46
Sociology, Economics	5.32	78	5.63	63	366.50	5.82
Sports, Recreation	4.09	175	4.97	126	739.65	5.87
Technology	12.08	29	11.52	26	472.25	18.16
Travel	5.02	13	7.15	17	186.15	10.95
Total	$3.86	3,838	$4.00	2,984	$13,562,26	$4.55

TABLE C

TRADE PAPERBACKS AVERAGE PER-VOLUME PRICES

CATEGORY	1977	1986		1987		1988 PRELIMINARY		
	PRICES	VOLS.	PRICES	VOLS.	PRICES	VOLS.	$ TOTAL	PRICES
Agriculture	$ 5.01	149	$13.22	190	$14.21	194	$ 3,325.78	$17.14
Art	6.27	641	15.46	640	15.21	602	9,418.73	15.65
Biography	4.91	591	11.32	608	10.18	609	6,769.38	11.12
Business	7.09	421	18.56	376	17.53	470	9,130.03	19.36
Education	5.72	412	14.01	376	18.29	451	7,055.31	15.64
Fiction	4.20	897	8.64	1,124	9.26	1,338	13,473.41	10.07
General Works	6.18	828	28.44	871	21.57	904	21,561.11	23.85
History	5.81	766	14.55	843	13.51	891	12,366.31	13.88
Home Economics	4.77	450	9.96	491	10.26	493	5,725.30	11.61
Juveniles	2.68	906	5.71	1,024	11.66	959	5,877.84	6.13
Language	7.79	287	14.31	270	14.15	246	3,813.99	15.50
Law	10.66	364	17.46	384	22.02	348	8,606.31	24.73
Literature	5.18	712	13.19	730	12.53	712	9,488.64	13.33
Medicine	7.63	692	19.34	838	17.74	882	17,410.36	24.45
Music	6.36	117	13.67	117	13.29	104	1,512.30	14.54
Philosophy, Psychology	5.57	564	13.36	588	12.96	688	9,441.61	13.72
Poetry, Drama	4.71	596	10.02	500	9.33	551	5,709.10	10.36
Religion	3.68	1,525	9.26	1,576	9.24	1,527	15,255.69	15.27
Science	8.81	707	23.27	762	22.04	736	17,490.22	23.76
Sociology, Economics	6.03	2,597	16.76	2,490	15.79	2,545	42,477.32	16.69
Sports, Recreation	4.87	430	11.49	476	11.51	437	5,357.72	12.26
Technology	7.97	682	25.55	688	25.69	684	14,933.69	23.93
Travel	5.21	299	10.91	377	10.99	429	5,031.70	11.73
Total	$5.93	15,633	$14.86	16,339	$14.55	16,740	$251,201.85	$15.01

TABLE D

THREE CLOTH CATEGORIES—*PW* ANNOUNCEMENT FALL ADS

NOVELS*	AVG.	MED.	BIOGRAPHY**	AVG.	MED.	HISTORY***	AVG.	MED.
1989—187 vols./20 pubs.	$15.88	$18.95	1989—133 vols./61 pubs.	$22.64	$19.95	1989—151 vols./71 pubs.	$28.92	$22.50
1988—209 vols./39 pubs.	$18.48	$18.95	1988—132 vols./55 pubs.	$25.29	$22.50	1988—154 vols./68 pubs.	$27.17	$24.95
1987—198 vols./42 pubs.	$17.90	$16.95	1987—115 vols./64 pubs.	$25.30	$19.95	1987—182 vols./66 pubs.	$27.05	$24.95
1986—305 vols./53 pubs.	$17.13	$16.95	1986—125 vols./53 pubs.	$22.28	$19.95	1986— 73 vols./24 pubs.	$28.99	$24.95
1985—219 vols./49 pubs.	$16.53	$16.95	1985—137 vols./60 pubs.	$22.09	$19.50	1985—179 vols./70 pubs.	$24.25	$25.00
1984—172 vols./42 pubs.	$16.46	$15.95	1984—134 vols./60 pubs.	$21.75	$18.95	1984—149 vols./79 pubs.	$24.77	$22.50
1983—214 vols./42 pubs.	$15.27	$14.95	1983—150 vols./62 pubs.	$20.74	$18.50	1983—172 vols./51 pubs.	$21.90	$20.00

*Not Mystery, Western, SF, Light Romances **Includes Letters, Diaries, Memoirs ***Not Art Books

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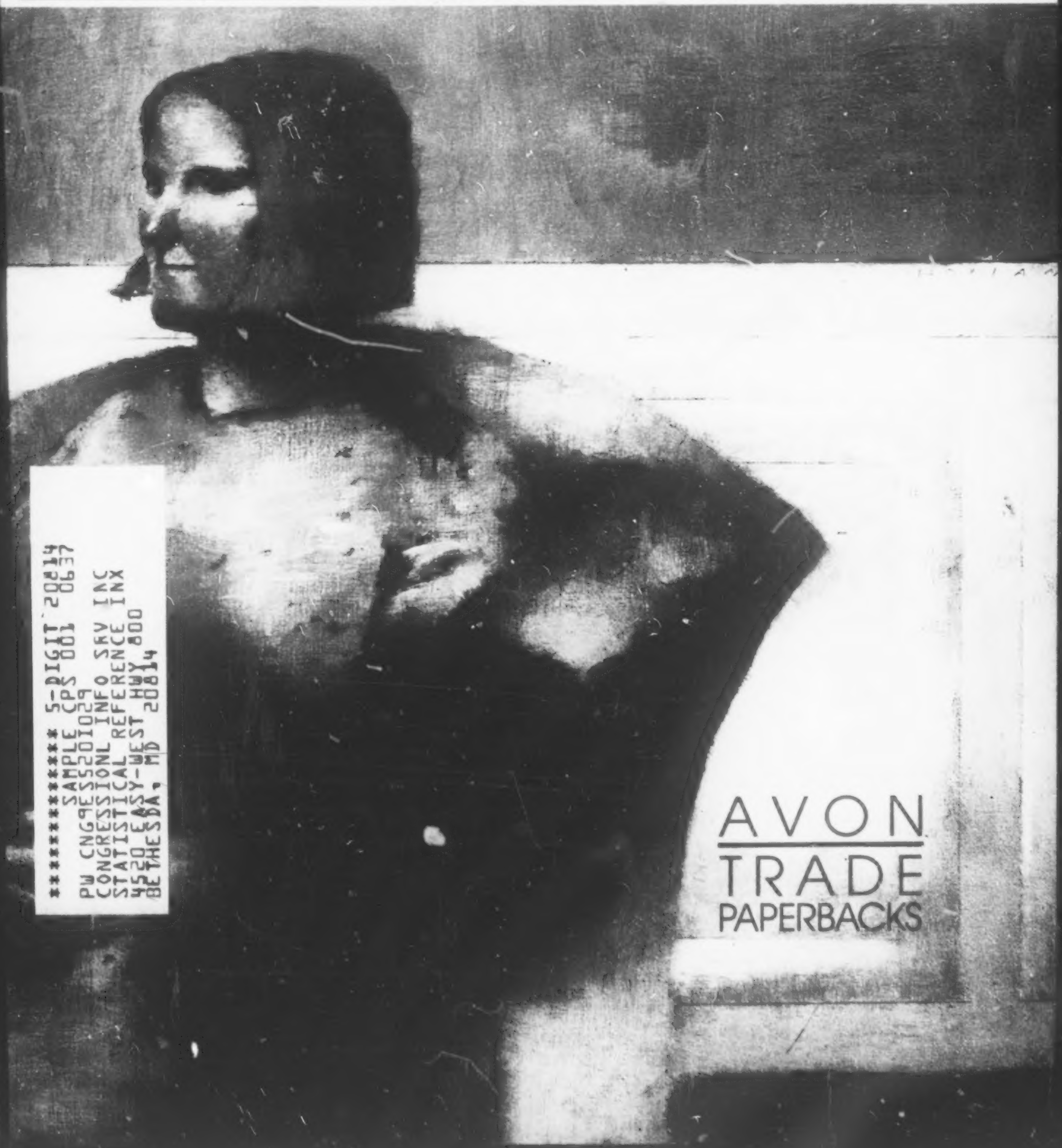

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Publishers Weekly

VOLUME 236 NUMBER 15
ISSN 0000-0019

THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING

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NEWSBRIEFS NEWSBRIEFS

INDUSTRIALIST ARMAND HAMMER has threatened legal action to halt publication of Little, Brown's unauthorized biography *Armand Hammer: The Untold Story* by Steve Weinberg. An initial printing of 50,000 has been shipped. At press time, Roger Donald, publisher of Little, Brown, said no suit had as yet been filed and added, "We are confident that this book is a carefully researched, accurate portrait." Hammer has initiated litigation against the book's British publisher, Ebury Press.

NEARLY HALF of the state's 40 publishers have formed the Vermont Book Publishers Association to "share information and to develop cooperative marketing opportunities." Officers are Jack Williamson, Williamson Publishing, president; Margo Baldwin, Chelsea Green Publishing, vice-president; Christopher Lloyd, the Countryman Press, secretary; and Beth Dingham, New Victoria Press, treasurer.

IN AN UNUSUAL COLLABORATION, the University of Rochester and British academic publisher Boydell and Brewer have formed a new imprint, the University of Rochester Press, scheduled to begin publishing in 1990. Representatives from both parties will select and edit manuscripts, and Robert Easton, head of U.S. operations for Boydell and Brewer, will serve as acting editor. The university will provide offices and secretarial assistance, and Boydell and Brewer will handle printing, materials, marketing, accounting and sales. Revenues will be shared.

THE BETSY NOLAN GROUP, based in Manhattan, is now the Nolan/Lehr Group. Donald Lehr, who joined the agency in 1982 and became vice-president in 1987, will buy controlling interest and is president. Betsy Nolan, whose title is now founding partner, established the group in 1972 and in 1981 created a literary agency that also bears her name. "This new arrangement," she said, "will enable me to continue to play an active role in the PR firm and to expand the literary agency." She expects to spend a week per month on the West Coast.

THE U.S. SUPREME COURT declined to consider noted feminist Andrea Dworkin's appeal of her libel suit against *Hustler* magazine for several cartoons it published five years ago. A lower court had ruled against Dworkin on grounds the cartoons constituted opinion and were protected by the First Amendment. Also, it said, Dworkin was unable to prove that *Hustler* engaged in "actual malice."

IN RESPONSE to the growing internationalism of the publishing industry, the William Morris Agency has named Marcy Posner director of foreign rights in the literary department.

Robert Gottlieb, head of the literary department, said Posner would "spearhead" the agency's international sales: "Her appointment represents an opportunity to enhance our already substantial foreign presence and realize the global potential within the wide range of our client list." It includes such authors as James A. Michener, Tom Clancy, Gore Vidal, Stephen Coonts, Dominick Dunne and Susan Isaacs.

Posner began her 13-year publishing career at Pinnacle Books in New York. She went on to set up the publicity, promotion, advertising and subsidiary rights departments at Salem House. In 1986 she joined Pantheon as subsidiary rights director and publishing coordinator and was eventually named associate publisher. In addition to overseeing all foreign rights negotiations at William Morris, she will develop her own client list.

AAP Sales Report for August

Category	% change, August*	% change, YTD
Adult hardcover	32.6	7.7
Adult paperback	16.0	13.6
Juvenile hardcover	22.4	15.9
Juvenile paperback	44.4	42.3
Univ. pr. hardcover	30.5	14.6
Univ. pr. paperback	26.8	13.2
Bibles, etc.	-1.8	6.6
Mass market paperback	14.7	5.9
Book club	5.0	2.7
Mail order	18.3	20.1
Sci-tech	-8.1	-0.5
College texts	21.3	19.1
School texts	10.9	12.9

**Percent changes measured against same time periods, 1988.*

OBITUARY NOTES

Arnold W. Ehrlich, former editor-in-chief of *Publishers Weekly*, who brought a contemporary sensibility to a 100-year-old trade journal, died of lung cancer October 3 in New York City. He was 66.

At the time of his death he was deputy editor of *Town & Country* magazine, which he joined in 1984 after serving as executive editor of Arbor House and executive editor, New York, of Atlantic Monthly Press. Earlier in his career he was articles editor of *Show* and *Venture* magazines and also spent 10 years with *Holiday*, where his last post was managing editor.

During his tenure at *PW* from 1971 to 1977, Ehrlich made a number of changes drawing on his background in consumer magazines, making *PW* more approachable for a non-specialized readership. He also extended the reach of its coverage. He created the feature-style series of author interviews and used photographs and line art extensively. In his efforts to streamline the publication, he made lesser but significant changes, such as dropping the apostrophe from the magazine's name and renaming departments.

Ehrlich introduced the practice of devoting entire issues to publishing in areas outside the East Coast metropolitan areas and ran wide coverage of overseas activities by Herbert R. Lottman, whom he appointed to the staff and who remains the magazine's international correspondent.

While engrossed by the business of publishing, Ehrlich never forgot that the business was based on the book and its writer. He concluded his editorial marking *PW*'s centennial in 1972—a time when the industry was apprehensive of both space-age technology and growing conglomeration—with these words: "Loud praise for all in the world of books who keep a free spirit moving even as the present merges nervously with the future."

Ralph Ernest Henderson, creator and first editor-in-chief of Reader's Digest Condensed Books, died October 6 in Mount Kisco, N.Y. He was 90.

In 1925, Henderson became the first employee hired by *Reader's Digest* founders DeWitt and Lila Wallace. Two years later, when the magazine added a book section featuring condensed nonfiction works, Henderson was its editor. In 1949 Henderson urged the company to launch a hardcover series of popular fiction, which became Reader's Digest Condensed Books. He headed its editorial operation until his retirement in 1965. ☐

Consumer Reports Books: A Profile

Christmas Guide to Wholesalers • All-time Children's Bestsellers

Insider Pens History of ACLU • An Interview with Umberto Eco

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GIANT STEPS KAREEM ABDUL-JABBAR
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STRIKE TWO
LOUIS L'AMOUR THE WALKING DRUM
IN GOD'S NAME AN INVESTIGATION INTO THE MURDER OF POPE JOHN PAUL I DAVID A. YALLOP
WHAT THEY DON'T TEACH YOU AT HARVARD BUSINESS SCHOOL
IACOCCA
THE BRAIN
JITTERBUG PERFUME TOM ROBBINS
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ERICH SEGAL THE CLASS
JUBAL SACKETT
DANCING LIGHT
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COMING IN 1990

Sally Beauman
Dark Angel

David Brin
Earth

Harold Evans
The American Century 1890–1990

Ava Gardner with Alan Burgess
AVA: The Autobiography of Ava Gardner

William Gibson
The Difference Engine

Jonathan Kellerman
Time Bomb

Louis L'Amour
The Outlaws of Mesquite: Frontier Stories

Robert Littell
The Once and Future Spy

Sparky Lyle with David Fisher
A Baseball Fantasy:
The Year I Owned the Yankees

Barbara Mandrell and George Vessey
Barbara Mandrell: My Story

M. Scott Peck
The View from the Window

Nicholas Proffitt
Edge of Eden

Tom Robbins
Skinny Legs and All

John Saul
Second Child

Erich Segal
The New Novel

Alvin Toffler
Power Shift

Thomas Watson Jr. with Peter Petre
Thomas Watson Jr.: An Autobiography

Jonathan Weiner
The Next 100 Years:
Shaping the Fate of Our Living Earth

Margaret Weis and Tracy Hickman
The Death Gate Cycle, Volume II

BESTSELLERS FOR OUR NEXT DECADE.

BANTAM HARDCOVER
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ALL-TIME BESTSELLING Hardcover Children's Books

The figures in these lists cover sales from the date of original publication through the end of 1988, for hardcover books with sales over 750,000 copies and paperback books with sales over one million copies. The lists are based on actual sales as reported by publishers; they reflect domestic sales only, and do not include book club and international sales. Books in the public domain generally are not listed, since aggregate sales figures are unavailable.

The lists were compiled by Daisy Maryles and will appear in a PW/Bowker Book, *Bestsellers, 1895–1990*, which will be written by Maryles and published next year. It will update an earlier Bowker publication, *80 Years of Bestsellers, 1895–1975.*

---

1. **The Tale of Peter Rabbit** by Beatrix Potter (Frederick Warne, 1902) *9,000,000*
2. **Pat the Bunny** by Dorothy Kunhardt (Golden Books, 1940) *4,857,417*
3. **The Littlest Angel** by Charles Tazewell (Children's Press, 1946) *4,665,209*
4. **The Cat in the Hat** by Dr. Seuss (Random House, 1957) *3,693,197*
5. **Green Eggs and Ham** by Dr. Seuss (Random House, 1960) *3,683,097*
6. **The Children's Bible** (Golden Books, 1965) *3,654,743*
7. **The Real Mother Goose**, illus. by Blanche F. Wright (Rand McNally, 1916) *3,600,000*
8. **Richard Scarry's Best Word Book Ever** by Richard Scarry (Golden Books, 1963) *3,303,583*
9. **One Fish, Two Fish, Red Fish, Blue Fish** by Dr. Seuss (Random House, 1960) *2,970,833*
10. **Hop on Pop** by Dr. Seuss (Random House, 1963) *2,953,324*
11. **Where the Sidewalk Ends** by Shel Silverstein (Harper & Row, 1974) *2,851,477*
12. **Dr. Seuss's ABC** by Dr. Seuss (Random House, 1963) *2,753,823*
13. **The Cat in the Hat Comes Back** by Dr. Seuss (Random House, 1958) *2,470,305*
14. **The Giving Tree** by Shel Silverstein (Harper & Row, 1964) *2,453,679*
15. **Winnie-the-Pooh** by A. A. Milne, illus. by Ernest H. Shepard (Dutton, 1926) *2,445,398*
16. **Fox in Socks** by Dr. Seuss (Random House, 1965) *2,056,614*
17. **The Cat in the Hat Beginner Book Dictionary** by P. D. Eastman (Random House, 1964) *2,048,572*
18. **Are You My Mother?** by P. D. Eastman (Random House, 1960) *2,035,631*
19. **A Light in the Attic** by Shel Silverstein (Harper & Row, 1981) *2,015,181*
20. **Richard Scarry's Best Mother Goose Ever** by Richard Scarry (Golden Books, 1964) *1,921,457*
21. **Walt Disney's Storyland** by Walt Disney (Golden Books, 1962) *1,917,357*
22. **Never Talk to Strangers** by Irma Joyce, illus. by George Buckett (Golden Books, 1967) *1,916,040*
23. **My Book About Me (by Me, Myself)** by Dr. Seuss (Random House, 1969) *1,865,591*
24. **Charlotte's Web** by E. B. White, illus. by Garth Williams (Harper & Row, 1952) *1,828,019*
25. **I Am a Bunny** by Ole Risom, illus. by Richard Scarry (Golden Books, 1963) *1,823,832*
26. **The Secret Garden** by Frances Hodgson Burnett, illus. by Tasha Tudor (J. B. Lippincott, 1921) *1,820,820*
27. **Go, Dog, Go!** by P. D. Eastman (Random House, 1961) *1,685,428*
28. **How the Grinch Stole Christmas** by Dr. Seuss (Random House, 1957) *1,620,309*
29. **Richard Scarry's Best Storybook Ever** by Richard Scarry (Golden Books, 1968) *1,541,913*
30. **The Macmillan Dictionary for Children** (Macmillan, 1975) *1,500,000*
31. **Love Is a Special Way of Feeling** by Joan Walsh Anglund (Harcourt Brace Jovanovich, 1960) *1,361,700*
32. **Bible in Pictures for Little Eyes** by Kenneth N. Taylor (Moody Press, 1956) *1,347,807*
33. **Goodnight Moon** by Margaret Wise Brown, illus. by Clement Hurd (Harper & Row, 1947) *1,298,001*
34. **Richard Scarry's Cars and Trucks and Things that Go** by Richard Scarry (Golden Books, 1974) *1,251,586*
35. **The Little Prince** by Antoine de Saint-Exupéry (Harcourt Brace Jovanovich, 1943) *1,202,180*
36. **Where the Wild Things Are** by Maurice Sendak (Harper & Row, 1964) *1,191,477*
37. **The Little Engine That Could** by Watty Piper (Platt & Munk, 1930) *1,147,830*
38. **E.T.—The Extra-Terrestrial Storybook** by William Kotzwinkle (Grosset & Dunlap, 1983) *1,096,338*
39. **Santa Mouse** by Michael Brown, illus. by Elfrieda DeWitt (Grosset & Dunlap, 1966) *1,078,215*
40. **The Clear and Simple Thesaurus Dictionary** by Harriet Wittels and Joan Greisman (Grosset & Dunlap, 1976) *1,046,763*
41. **Big Bird's Color Game** by Children's Television Workshop (Golden Books, 1980) *1,038,903*
42. **The Velveteen Rabbit** by Margery Williams, illus. by William Nicholson (Doubleday, 1926) *1,000,000*
43. **The Golden Songbook** (Golden Books, 1965) *989,289*
44. **The Tall Book of Nursery Tales**, illus. by Feodor Rojankovsky (Harper & Row, 1944) *960,253*
45. **Richard Scarry's What Do People Do All Day?** by Richard Scarry (Random House, 1968) *928,699*
46. **Hardy Boys #1: The Tower Treasure** by Franklin Dixon (Grosset & Dunlap, 1927) *923,574*
47. **Richard Scarry's Early Words** by Richard Scarry (Random House, 1976) *914,174*
48. **Richard Scarry's Storybook Dictionary** by Richard Scarry (Golden Books, 1966) *908,802*
49. **Nancy Drew #1: The Secret of the Old Clock** by Carolyn Keene (Grosset & Dunlap, 1930) *900,217*
50. **Album of Horses** by Marguerite Henry, illus. by Wesley Dennis (Rand McNally, 1950) *900,051*
51. **I Can Read with My Eyes Shut** by Dr. Seuss (Random House, 1976) *888,229*
52. **Put Me in the Zoo** by Robert Lopshire (Random House, 1960) *880,253*
53. **Charlie and the Chocolate Factory** by Roald Dahl, illus. by Joseph Schindelman (Knopf, 1964) *861,894*
54. **Dr. Seuss's Sleep Book** by Dr. Seuss (Random House, 1962) *850,325*
55. **Make Way for Ducklings** by Robert McCloskey (Viking, 1941) *850,000*
56. **Stuart Little** by E. B. White, illus. by Garth Williams (Harper & Row, 1945) *809,401*
57. **The Polar Express** by Chris Van Allsburg (Houghton Mifflin, 1985) *800,000*
58. **Stories of the Gods and Heroes** by Sally Benson, illus. by Steele Savage (Dial, 1940) *793,000*
59. **The Star Wars Storybook**, adapted by Geraldine Richelson (Random House, 1978) *779,259* (OP)
60. **Yertle the Turtle & Other Stories** by Dr. Seuss (Random House, 1958) *775,878*
61. **Baby Animals Tall Board Book** by Gyo Fujikawa (Grosset & Dunlap, 1963) *773,935*
62. **In & Out, Up & Down**, illus. by Michael Smollin (Random House, 1982) *769,716*
63. **Babies Tall Board Book** by Gyo Fujikawa (Grosset & Dunlap, 1963) *756,769*
64. **Bennett Cerf's Book of Riddles** by Bennett Cerf (Random House, 1960) *755,076*

ALL-TIME BESTSELLING Paperback Children's Books

1. **The Outsiders** by S. E. Hinton (Dell/Laurel-Leaf, 1968) *5,855,085*
2. **Are You There, God? It's Me, Margaret** by Judy Blume (Dell/Yearling and Laurel-Leaf, 1974) *5,278,412*
3. **Charlotte's Web** by E. B. White, illus. by Garth Williams (Harper Trophy, 1973) *4,607,131*
4. **Tales of a Fourth Grade Nothing** by Judy Blume (Dell/Yearling, 1976) *4,582,039*
5. **Little House on the Prairie** by Laura Ingalls Wilder, illus. by Garth Williams (Harper Trophy, 1971) *3,803,209*
6. **The Little Prince** by Antoine de Saint-Exupery (HBJ, 1968) *3,667,861*
7. **Little House in the Big Woods** by Laura Ingalls Wilder, illus. by Garth Williams (Harper Trophy, 1971) *3,495,079*
8. **That Was Then, This Is Now** by S. E. Hinton (Dell/Laurel-Leaf, 1972) *3,351,194*
9. **Where the Red Fern Grows** by Wilson Rawls (Bantam, 1974) *3,347,000*
10. **Superfudge** by Judy Blume (Dell/Yearling, 1981) *3,243,442*
11. **Freckle Juice** by Judy Blume (Dell/Yearling, 1978) *2,835,052*
12. **Blubber** by Judy Blume (Dell/Yearling and Laurel-Leaf, 1976) *2,745,782*
13. **Little Town on the Prairie** by Laura Ingalls Wilder, illus. by Garth Williams (Harper Trophy, 1971) *2,539,486*
14. **On the Banks of Plum Creek** by Laura Ingalls Wilder, illus. by Garth Williams (Harper Trophy, 1971) *2,559,265*
15. **Farmer Boy** by Laura Ingalls Wilder, illus. by Garth Williams (Harper Trophy, 1971) *2,533,801*
16. **The Long Winter** by Laura Ingalls Wilder, illus. by Garth Williams (Harper Trophy, 1971) *2,473,063*
17. **The Witch of Blackbird Pond** by Elizabeth Speare (Dell/Yearling and Laurel-Leaf, 1971) *2,445,000*
18. **By the Shores of Silver Lake** by Laura Ingalls Wilder, illus. by Garth Williams (Harper Trophy, 1971) *2,417,192*
19. **Then Again, Maybe I Won't** by Judy Blume (Dell/Yearling, 1973) *2,366,758*
20. **The First Four Years** by Laura Ingalls Wilder, illus. by Garth Williams (Harper Trophy, 1971) *2,285,335*
21. **These Happy Golden Years** by Laura Ingalls Wilder, illus. by Garth Williams (Harper Trophy, 1971) *2,273,800*
22. **A Wrinkle in Time** by Madeleine L'Engle (Dell/Laurel-Leaf, 1976) *2,246,000*
23. **Johnny Tremain** by Esther Forbes, illus. by Lynd Ward (Dell/Yearling and Laurel-Leaf, 1968) *2,242,000*
24. **Rascal** by Sterling North (Avon/Camelot, 1964) *2,215,000* (OP)
25. **The Velveteen Rabbit** by Margery Williams, illus. by William Nicholson (Avon/Camelot, 1982) *2,192,000*
26. **The Night Before Christmas** by Clement C. Moore, illus. by Douglas Gorsline (Random House, 1975) *2,113,542*
27. **Island of the Blue Dolphins** by Scott O'Dell (Dell/Yearling, 1971) *1,876,000*
28. **500 Words to Grow On** by Harry McNaught (Random House, 1973) *1,808,375*
29. **The Berenstain Bears' New Baby** by Stan and Jan Berenstain (Random House, 1974) *1,803,154*
30. **The Pigman** by Paul Zindel (Bantam, 1978) *1,786,000*
31. **Richard Scarry's Please & Thank You** by Richard Scarry (Random House, 1973) *1,710,074*
32. **The Berenstain Bears and the Messy Room** by Stan and Jan Berenstain (Random House, 1983) *1,615,704*
33. **Grover and the Everything in the Whole Wide World Museum** by Norman Stiles and Daniel Wilcox, illus. by Joe Mathieu (Random House, 1974) *1,606,388*
34. **Just for You** by Mercer Mayer (Golden Books, 1975) *1,604,062*
35. **Stuart Little** by E. B. White, illus. by Garth Williams (Harper Trophy, 1974) *1,570,727*
36. **Just Me and My Dad** by Mercer Mayer (Golden Books, 1977) *1,562,955*
37. **The Little Duck** by Judy Dunn, photos by Phoebe Dunn (Random House, 1976) *1,517,787*
38. **Deenie** by Judy Blume (Dell/Laurel-Leaf, 1974) *1,500,970*
39. **Dinosaurs** by Peter Zallinger (Random House, 1977) *1,500,441*
40. **Winnie the Pooh** by A. A. Milne, illus. by Ernest H. Shepard (Dell/Yearling, 1970) *1,483,000*
41. **Iggie's House** by Judy Blume (Dell/Yearling, 1976) *1,464,310*
42. **Eric** by Doris Lund (Dell/Laurel-Leaf, 1975) *1,443,000*
43. **The House at Pooh Corner** by A. A. Milne (Dell/Yearling, 1970) *1,386,000*
44. **The Alphabet Book** by P. D. Eastman (Random House, 1974) *1,376,551*
45. **The Berenstain Bears Visit the Dentist** by Stan and Jan Berenstain (Random House, 1981) *1,375,552*
46. **How to Eat Fried Worms** by Thomas Rockwell (Dell/Yearling, 1975) *1,360,000*
47. **Merry Christmas, Mom and Dad** by Mercer Mayer (Golden Books, 1982) *1,351,214*
48. **Richard Scarry's Find Your ABC's** by Richard Scarry (Random House, 1973) *1,350,378*
49. **From the Mixed-Up Files of Mrs. Basil E. Frankweiler** by E. L. Konigsburg (Dell/Yearling, 1973) *1,335,000*
50. **The Best Christmas Pageant Ever** by Barbara Robinson (Avon/Camelot, 1979) *1,309,497* (OP)
51. **The Trumpet of the Swan** by E. B. White, illus. by Edward Frascino (Harper Trophy, 1974) *1,295,813*
52. **Grover's Hide & Seek** by Jon Stone, illus. by Michael J. Smollin (Random House, 1976) *1,270,360*
53. **Roll of Thunder, Hear My Cry** by Mildred Taylor (Bantam, 1978) *1,262,000*
54. **The Berenstain Bears in the Dark** by Stan and Jan Berenstain (Random House, 1982) *1,225,590*
55. **Fifteen** by Beverly Cleary (Dell/Laurel-Leaf, 1980) *1,225,000*
56. **The Secret Garden** by Frances Hodgson Burnett, illus. by Tasha Tudor (Dell/Yearling, 1971) *1,220,000*
57. **Rumble Fish** by S. E. Hinton (Dell/Laurel-Leaf, 1976) *1,204,000*
58. **A Day No Pigs Would Die** by Robert Newton Peck (Dell/Laurel-Leaf, 1977) *1,202,000*
59. **Sounder** by William Armstrong (Harper Trophy) *1,197,206*
60. **The Truck Book** by Harry McNaught (Random House, 1978) *1,196,110*
61. **Goodnight Moon** by Margaret Wise Brown, illus. by Clement Hurd (Harper Trophy, 1977) *1,195,564*
62. **The Berenstain Bears and the Truth** by Stan and Jan Berenstain (Random House, 1983) *1,165,179*
63. **Do You Know Colors?** by Katherine Howard, illus. by J. P. Miller (Random House, 1979) *1,164,153*
64. **Puppies Are Like That** by Jan Pfloog (Random House, 1975) *1,151,052*
65. **The Berenstain Bears and the Sitter** by Stan and Jan Berenstain (Random House, 1981) *1,148,259*
66. **The Berenstain Bears Go to the Doctor** by Stan and Jan Berenstain (Random House, 1981) *1,147,895*
67. **The Berenstain Bears Get in a Fight** by Stan and Jan Berenstain (Random House, 1982) *1,131,969*
68. **Mother Goose** by Aurelius Battaglia (Random House, 1973) *1,128,508*
69. **Poems & Prayers for the Very Young** by Martha Alexander (Random House, 1973) *1,128,030*
70. **Richard Scarry's Best Rainy Day Book Ever** by Richard Scarry (Random House, 1974) *1,114,931*
71. **The Berenstain Bears and Too Much T.V.** by Stan and Jan Berenstain (Random House, 1984) *1,108,143*
72. **Summer of My German Soldier** by Bette Greene (Bantam, 1974) *1,091,000*
73. **Where the Wild Things Are** by Maurice Sendak (Harper Trophy, 1984) *1,085,149*
74. **The Berenstain Bears and Too Much Junk Food** by Stan and Jan Berenstain (Random House, 1985) *1,081,819*
75. **Kittens Are Like That** by Jan Pfloog (Random House, 1976) *1,072,264*
76. **Starring Sally J. Freedman as Herself** by Judy Blume (Dell/Laurel-Leaf, 1978) *1,066,037*
77. **The Little Lamb** by Judy Dunn, photos by Phoebe Dunn (Random House, 1977) *1,060,803*
78. **Now We Are Six** by A. A. Milne (Dell/Yearling, 1970) *1,059,000*
79. **Tiger Eyes** by Judy Blume (Dell/Laurel-Leaf, 1982) *1,048,329*
80. **The Berenstain Bears' Nursery Tales** by Stan and Jan Berenstain (Random House, 1973) *1,045,557*
81. **The Black Stallion** by Walter Farley (Random House, 1977) *1,032,473*
82. **Big Dog, Little Dog: A Bedtime Story** by P. D. Eastman (Random House, 1973) *1,027,902*
83. **Animal Babies** by Harry McNaught (Random House, 1977) *1,024,037*
84. **When We Were Young** by A. A. Milne, illus. by Ernest H. Shepard (Dell/Yearling, 1970) *1,015,000*
85. **Great Tales of Action and Adventure**, edited by George Bennett (Dell/Laurel-Leaf, 1959) *1,004,000*
86. **Tex** by S. E. Hinton (Dell/Laurel-Leaf, 1980) *1,001,000*
87. **Corduroy** by Don Freeman (Puffin, 1976) *1,000,000*